APRIL 13, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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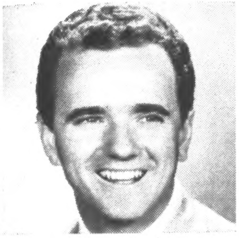


PAUL BERLIN
KNUZ, Houston

IRA COOK
KMPC, Hollywood

PAUL COWLEY
WKLO, Louisville

TOM EDWARDS
WERE, Cleveland

BOB "COFFEEHEAD" LARSEN
WRIT, Milwaukee

ROBIN SEYMOUR
WKMH, Detroit

JOE SMITH
WILD, Boston

They met yesterday . . .
to give you a great convention in May

These gentlemen and Howard Miller, WIND, Chicago, make up the Planning Committee for the 2nd Annual International. Radio Programming and Pop Tune Disc Jockey Convention, May 29-30-31, Americana Hotel, Miami Beach.

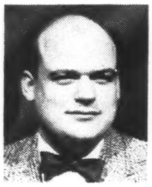
They met yesterday at the Palmer House in Chicago, armed with ideas of colleagues in their respective communities. Their discussions assure you of a worthwhile convention.

Don't miss out. Write Bill Stewart, Coordinator for the sponsoring Storz Stations, 820 Kilpatrick Building, Omaha 2, Nebraska. Give name, address, station or company affiliation, type of room, approximate rate. (Rates in hotels of Bal Harbour start at $10 daily, single or double.)

the most watched station in Sioux City...

KVTV CHANNEL 9

Why? News coverage for one thing. KVTV keeps four newsmen busy giving Sioux City viewers a first hand look at life and news around the world. KVTV's Washington Bureau, AP, UPI and Wirephoto services, plus area correspondents help these newsmen show the important happenings first on KVTV. See your Katz man.



Bob Billman

Dick Compton

Charles Powell

Jack Bomar

KVTV

CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC

Minn.
S. Dakota
Iowa
Yankton
Sioux City
Nebraska

PEOPLES
BROADCASTING CORPORATION

WGAR . . . . Cleveland, Ohio
WRFD . . . . Worthington, Ohio
WTTM . . . . Trenton, New Jersey
WMMN . . . Fairmont, West Virginia
WNAX . . . . Yankton, South Dakota
KVTV . . . . Sioux City, Iowa

Coverage that Counts!

For the 8th consecutive year WJIM has been selected to telecast the Detroit Tiger games . . . both at home and away . . . for the LANSING-JACKSON-FLINT area. Just another reason why the 450,000 TV families in rich mid-Michigan continue their 10 year habit of depending on WJIM-TV for the tops in Sports and 3 network programming.

WJIM-TV

Strategically located to *exclusively* serve
LANSING.... FLINT.... JACKSON

COVERING
THE
NATION'S
37TH
MARKET

Represented by the **P.G.W. Colonel**

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC.,
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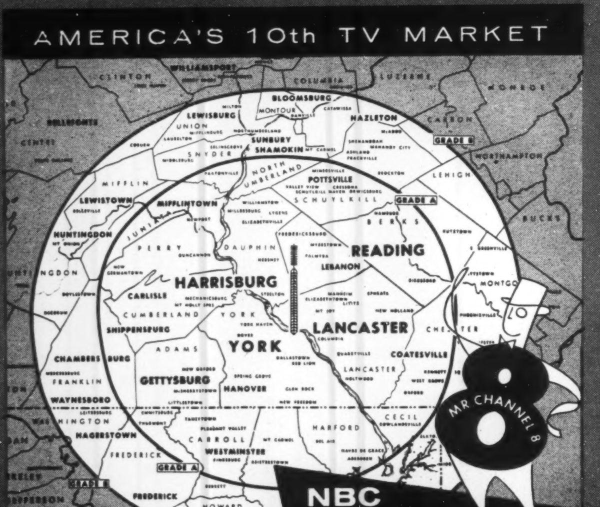
Lancaster
Harrisburg
York
is ONE TV market
when you use
WGAL-TV

WGAL-TV


AMERICA'S 10th TV MARKET
WILLIAMSPORT
CLINTON
COLUMBIA
LUZERNE
MONROE
BLOOMSBURG
MONTOUR
LEWISBURG
UNION
HAZLETON
CARBON
CENTRE
SUNBURY
SHAMOKIN
SNYDER
GRADE B
NORTHAMPTON
MIFFLIN
NORTH UMBERLAND
POTTSVILLE
SCHUYLKILL
LEHIGH
LEWISTOWN
MIFFLINTOWN
GRADE A
BERKS
BUCKS
HUNTINGDON
JUNIATA
PERRY
DAUPHIN
READING
LEBANON
MONTGO
HARRISBURG
CARLISLE
CUMBERLAND
YORK
LANCASTER
CHESTER
SHIPPENSBURG
ADAMS
YORK
COATESVILLE
CHAMBERSBURG
FRANKLIN
GETTYSBURG
HANOVER
LANCASTER
WAYNESBORO
WASHINGTON
HAGERSTOWN
CARROLL
WESTMINSTER
HARFORD
CECIL
FREDERICK
GRADE A
GRADE B
FREDERICK
HOWARD
LOUDOUN
MONTGOMERY
MR CHANNEL 8
8
NBC and CBS
316,000 WATTS

CHANNEL 8
LANCASTER, PA.
NBC and CBS

In addition to being the first choice of viewers in these three important markets, WGAL-TV is the television station for Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro, and many other communities.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Five tv's per market • In its almost continuous consideration of tv allocations problem, FCC majority has reached agreement on "umbrella" under which integrated case can be presented to Congress. In substance, it looks toward five comparable services in first 100 markets, on assumption that three competitive networks should be accommodated, with one facility for non-commercial education and fifth for independent or ultimate fourth network operation. Thesis is that nation's expanding economy should anticipate fourth network.

To take care of immediate needs, particularly in areas that do not have three competitive operations (Providence, Syracuse, New Orleans, etc.), plan encompasses temporary deviation from existing standards until adequate allocations become available through long-range program extending vhf band via swap with government. Otherwise existing mileage separations and standards would be rigidly maintained. Five and possibly six commissioners believed agreeable to this formula. Comr. Robert E. Lee, who has doggedly advocated full-scale move to uhf, is outside fold. In next week or two, FCC will be prepared to present its plan to Senate Commerce Committee.

Monitor • New wrinkle in air checks soon to be offered by Radio Records to interested stations and advertising agencies. Plan is to record traffic time programming of top stations in top markets, reproduce it, eliminating music but including commercials and chatter, on 33⅓ rpm discs to be issued at 10-day intervals with three stations covered by each record. Contemplated fees are $40 per month to agencies, sliding scale ($30-$60) to station subscribers.

PR progress • "Substantial progress" was reported by Tv Information Committee in developing all-out public relations program at last Wednesday's meeting in New York. All nine members of committee were present, with two additional meetings planned (April 17 and April 29) before April 30 meeting with NAB Television Board. Project contemplates war chest of possibly $1 million to affirmatively sell television against print and other adversaries (BROADCASTING, March 23, *et seq.*).

Same questions • Although CBS had record breaking year in 1958 (net sales $411,800,207; net income $24,428,812) some pyrotechnics are expected at company's annual stockholders meeting this Wednesday. Among those likely to raise questions about management are Wilma Soss, Gloria Parker and Barney Young, latter identified with music publishing companies, all of whom have popped up at past network annual meetings.

Among matters that may be raised at CBS stockholders' meeting are Ed Murrow's year-long sabbatical, which begins in July; Mr. Murrow's widely publicized "call girl" program of January 19; status of Ralph F. Colin, CBS board member and partner in Rosenman Goldmark Colin & Kaye, law firm representing CBS Inc. and which also represents Broadcast Music Inc.

Space and spectrum • Tucked away in data filed with FCC in its 25-890 mc proceedings (BROADCASTING, April 6) is case of American Rocket Society for ultimate space needs. O. H. Lange, in charge of Army's ballistic missile project, quotes Dr. Wernher Von Braun, Army's scientific chief, to effect that frequencies needed for "passive satellites" will be in 100-1,000 mc area (part of fm band and embracing vhf chs. 7-13,, as well as all of uhf band). "It is probable", FCC was informed, "that a large portion of the spectrum space will be taken by this type of service in the next 10 years." Presentation further states that "active" communications satellites ultimately would be in microwaves, above tv bands, but that identical 100-1,000 mc band might have to be used until microwaves become workable for this service.

Sensitive assignment • Kenneth Cox, Seattle attorney who has been special tv counsel for Senate Commerce Committee last couple of years, is back in Washington on special committee mission—not allied with broadcasting. He's assigned to highly sensitive affairs involved in President Eisenhower's nomination of Rear Admiral Lewis L. Strauss, former Atomic Energy chairman, as Secretary of Commerce. Adm. Strauss was named to Commerce post by President last October as recess appointee, but nomination still must be confirmed by Senate.

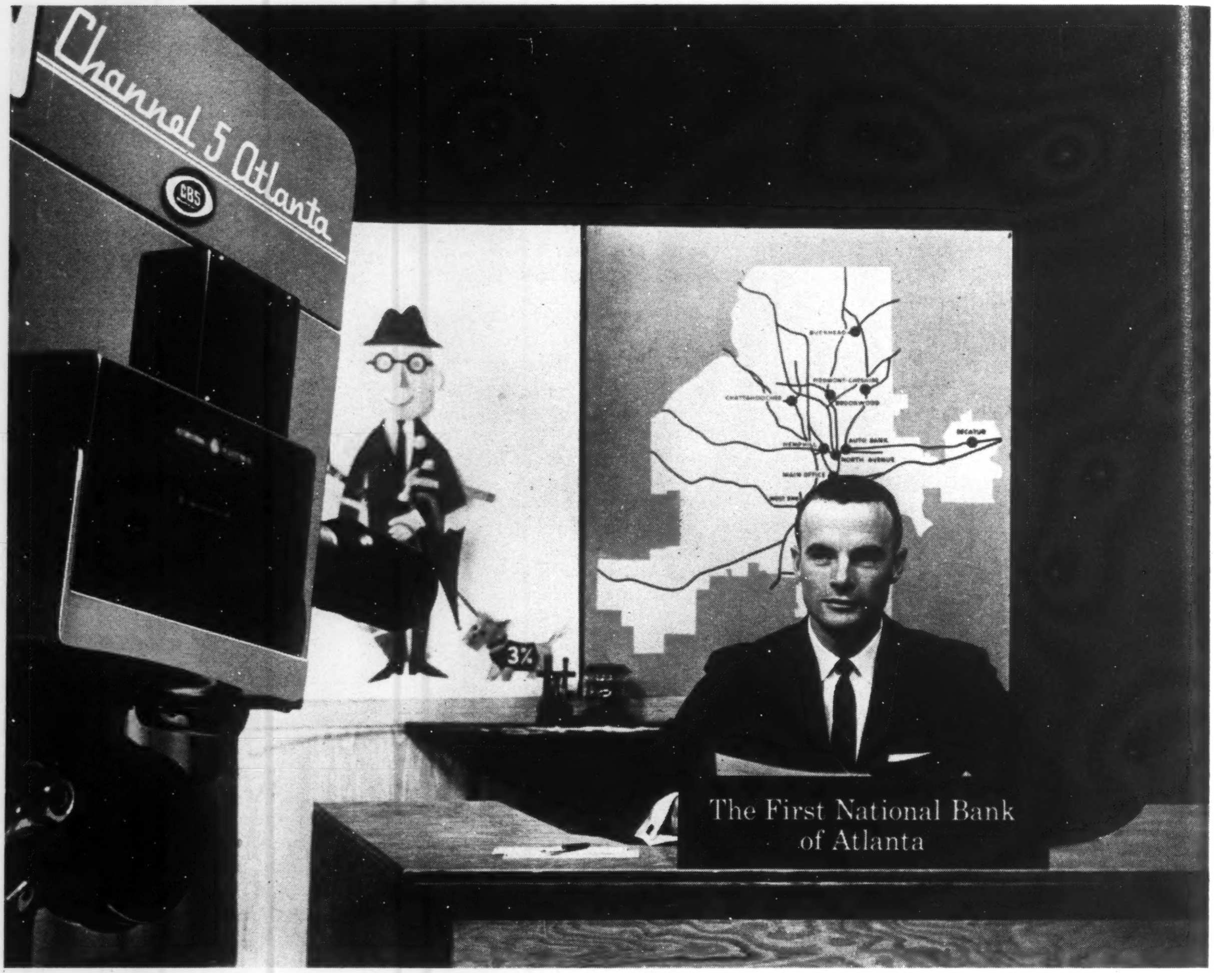
Rendezvous • TvB board members will brush shoulders en masse with leaders of some of nation's top advertising agencies in connection with TvB board's next semi-annual meeting. It's set for April 22-23 at Greenbrier, White Sulphur Springs, W. Va., scene also of American Assn. of Advertising Agencies' annual meeting. TvB sessions, under chairmanship of Roger W. Clipp, Triangle stations, will be held while AAAA is in closed meeting. Then members will attend agencies' open sessions April 24-25 and wind up with TvB cocktail party for AAAA members on final night.

News sales • There's two-purpose aim behind CBS Radio Spot Sales' current campaign just getting underway that gives radio news top sales priority: (1) it wants to make local radio newscasts more revenue producing, and, (2) strengthen sales of news programming furnished to stations by CBS Radio, considered by network as cornerstone of PCP (Program Consolidation Plan). Theme of presentation is that news is "right for advertisers and audience," that network news feed plus local news coverage equals "total coverage."

Management study • Implementing action of NAB Board at its February meeting in Florida, Harold Fellows, NAB president, has advised selected stations that management consulting firm of Stewart, Dougall & Associates will be calling them within next few weeks to study reactions to NAB organization and services. Board approved $15,000 appropriation for purpose of determining whether NAB is utilizing its $1 million budget efficiently and whether it is properly staffed.

Stewart, Dougall, Mr. Fellows advised stations, will respect confidences and not reveal information or opinions obtained from any specific broadcaster to NAB but will consolidate returns by station classification. "Obviously", Mr. Fellows wrote, "with complete objectivity guaranteed, the NAB membership will derive the greatest possible benefit from their analysis and interpretation of the facts."

Oversight switch • In approving transfers of WSOC-AM-FM-TV Charlotte ($5.6 million) and of WGAY-AM-FM Silver Spring, Md.—Washington, D.C. ($456,000) FCC embarked upon new policy in evaluating cases involved in so-called House Legislative Oversight proceedings. James M. Cox stations, buyers of WSOC property, were indirectly involved in Miami ch. 7 proceedings in which Cox principals hold less than control, while WGAY sale by John Kluge and associates to Connie B. Gay was affected through FCC scrutiny of ch. 9 Orlando grant because of Oversight overtones.


Channel 5 Atlanta
CBS
3%
The First National Bank of Atlanta

PEOPLE WHO KNOW ATLANTA TV KNOW WAGA·TV IS THE BUY!

The big news in Atlanta is that the big buy is WAGA-TV. Nobody knows this better than the First National Bank of Atlanta—one of the South's great financial institutions—which has recently bought the "11th Hour News" *across the board,* Monday thru Friday, on a 52 week basis.

Or take the Early Show, the Starlight Movies, and other local programs. Their swelling roster of advertisers is convincing proof that *live* Channel 5 is delivering a big, growing family audience at remarkably low cost.

Get the facts on Atlanta's best TV buy from your KATZ man today.

CHANNEL 5 CBS ATLANTA
waga·tv

STORER BROADCASTING COMPANY
Storer Television

WAGA-TV	**WSPD-TV**	**WJW-TV**	**WJBK-TV**	**WITI-TV**
Atlanta	Toledo	Cleveland	Detroit	Milwaukee

VIDEOTAPE

WEEK IN BRIEF

Mr. Ryner

Sharpen the best agency tool: research • The big budgets of tv are demanding more judgment based on facts and fewer guesses. Stations can help the agency decision-making function with fewer rating pitches, more market "news." Frederick L. Ryner, vice president and director of research, Bryan Houston Inc., New York, writes on the subject in this week's MONDAY MEMO. Page **29.**

Overhaul of option time • FCC is pondering changes, with final determination on issuance of rule-making proposal seen forthcoming before the end of month. Among changes seen proposed will be deletion of 30 minutes and requirement that all time used for straddle programs be counted as network time. Page **33.**

Inter-media sharpshooting • Tv and print media executives tussle on whether or not cost-per-thousand can be used for inter-media comparison. The arena: an AMA workshop in New York. Page **34.**

Films stars in tv selling hats • Hollywood motion picture stars in increasing numbers are benefiting from a tv windfall as agencies turn to "names" to sell on their commercials. Page **52.**

Transmitter makers hit jackpot • FCC decision to accept Class IV station applications for power boosts to 1 kw, day, opens multi-million dollar market for new equipment to increase the present 250 watters' reach. Page **54.**

Radio application processing • FCC wages war on situations which tangle up its processing line on radio applications and issues new cutoff policy to expedite handling. Page **54.**

Peabody Awards • NBC takes seven awards, CBS four, ABC two. Frank Stanton gets special mention. The annual radio-tv awards capsuled. Page **72.**

Screen Gems looks to new conquests • Film production-distribution organization says it's going to get into tv station ownership, video tape programming and co-production of programs with other nations. Page **76.**

Union cries censorship, tells FCC • Telecasters are charged with censorship during a labor dispute between GE and electrical workers union. IUE President Carey asks FCC to take action against four stations which refuse to carry union program. One station recants. Page **94.**

Information: three-way street • Sig Mickelson of CBS says news media can't do the job alone: news sources and the public itself must help if people are to be informed. He calls for lifting of hampering restrictions on tv news coverage. Page **96.**

Better listening formula pays off • WLW Cincinnati rebuilds entire 50 kw plant to attain what it describes as world's best-quality radio signal, including fm. With new easy-listening format, station claims jump in business and size of audience. Page **100.**

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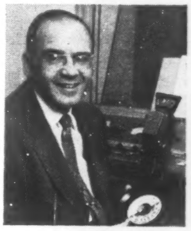
WMBD

FIRST in PEORIA

IN THE MORNING
(NOV. PULSE-58)

FIRST
with
Walter Thurman



MUSIC
NEWS
SERVICE

PEORIAREA'S TOP
"MUSIC MAN"
THURMAN SELLS
WEEKDAYS
6:30 AM-10:00 AM

WMBD
FIRST! FIRST! FIRST!
(Nov. Pulse '58)
. . . in the noontime
listenership period
WMBD
FIRST! FIRST! FIRST!
(Nov. Pulse '58)
. . . in the late afternoon
and early evening period

Exclusive National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

WMBD

PULSE
SURVEY
1260

Q: What radio station do you listen to most of the time at night?

A: *WWDC was the clear-cut winner in a PULSE poll of Washington, D. C., area residents. Of particular interest is the pronounced majority we scored with the menfolk.*

This special qualitative PULSE survey shows many other areas of WWDC listening leadership—all of them of importance to advertisers. For the full report, write WWDC or ask your Blair man for a copy of "Personality Profile of a Radio Station." It's revealing!

WWDC

Radio Washington

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

In Jacksonville, Fla., exciting WWDC-owned Station WMBR is rapidly changing the listening habits of a great growth market.

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 33

WRVM, WWTB, WBEL, 4 other sales filed

Station sales filed at FCC Friday:

WRVM Rochester, N.Y. • Sold by Harry Trenner to Frank W. Miller Jr. and Lee W. Miller for $210,000 plus assumption of $100,000 in promissory notes and $40,000 in liabilities. Frank Miller Jr. owns 14.3% of Kelly-Smith Co., newspaper representative, which owns majority of Headley-Reed Co., radio-tv representative. He and his father are two of three trustees controlling *Fall River* (Mass.) *Herald News* (WSAR Fall River), which plans to merge with *Schenectady* (N.Y.) *Union Star*. Headley-Reed owns 1.1% of WKOW-AM-TV Madison, Wis. Lee Miller is account executive at Fuller & Smith & Ross, New York. WRVM is 250 w day on 680 kc.

WWTB Tampa, Fla. • Sold by W. Walter Tison to WPIT Pittsburgh, which has same ownership as Friendly Group (Allen H., Jack N. and Louis Berkman and John J. Laux), for $240,000. Friendly stations are WSTV-AM-FM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, W.Va.; WPAR-WAAM (FM) Parkersburg, W.Va.; KMLB-AM-FM Monroe, La. WWTB is Keystone affiliate with 5 kw day directional on 1300 kc.

KZEE Weatherford, Tex. • Swapped by Horace C. Bowen to J. Fred Case, wife Lucille and son James F., for **KWON Bartlesville, Okla.,** with Cases receiving $25,000 cash and $90,000 in real estate (KWON being valued at $240,000 and KZEE at $125,000). KZEE is 250 w day on 1220 kc. KWON is MBS affiliate with 250 w on 1400 kc.

WBEL Beloit, Wis. • Russell G. Salter, 50% owner, is buying remaining 50% from Lloyd Burlingham for $150,000. Mr. Burlingham owns KCVR Lodi, Calif. WBEL is 5 kw on 1380 kc.

WAUB Auburn, N.Y. • J.R. Poppele, former director of Voice of America and former chief engineer of Mutual, with his family is buying 75% from Herbert P. Michels for about $7,000, with Mr. Michels retaining 25%.

WTTT Arlington, Fla. • Sold by Harold E. and Helen W. King to Theodore Weber for $125,000. WTTT is 250 w day on 1220 kc.

Stanton to speak

Dr. Frank Stanton, CBS president, will be one of three outside speakers at NAB's management development seminar to be held July 5-17 at Harvard U. Names of other two speakers will be announced soon. Some 60 broadcasters have been selected to take 12-day course from among those applying, NAB reported Friday.

More for Ford?

Ford Motor Co., J. Walter Thompson Co., MCA and NBC-TV officials slated to meet this week in Hollywood to discuss proposed weekly series for next fall. NBC-TV is holding open 9:30-10:30 p.m. on Tuesdays for series which would call for expansion in some weeks for 90-minute or two-hour presentation. Dan Seymour, vice president and director of tv-radio, JWT, New York, confirmed Friday that his proposal is in negotiation. Format is being worked out by Mr. Seymour and MCA. Ford's renewal of its current sponsorship of *Tennessee Ernie Ford* and part of *Wagon Train*, both NBC-TV, not certain—it need not pick up option until sometime in May.

WMCA raises rates

WMCA New York raises rates for first time in two years (rate card No. 31 effective immediately). Price hikes are in most announcement and time periods reclassified though hourly basic rates remain same. Class A extended hour to 8 p.m. while old half-hour rate now applies for 25-minute segment (other five minutes is news for which rate has high of $90 for choice morning time to $70 for late evening periods). Basic rate for one-minute in Class A raised from $45 to $50; in Class B from $32 to $35.

Boston ch. 5 argument

FCC Hearing Examiner Horace Stern Friday announced he had cancelled oral argument set for May 1 in Boston ch. 5 *ex parte* rehearing case. He also announced it would be rescheduled at later date if in his opinion it was necessary. Proposed findings by parties in Boston case due April 20. Although Judge Stern's reasons for cancelling Boston argument were not given, it is understood he felt publicity on argument during period when former Comr. Richard A. Mack was on trial in U.S. District Court in Washington (see page 64) might interfere with fair trial. Same reasoning was used by FCC in postponing Miami ch. 10 oral argument, from April 23 to May 21.

Chicago GOP site?

Republican National Committee was to have decided Saturday (April 11) where and when GOP national presidential convention will be held next year. Committee met Wednesday in Washington, but delayed decision to Saturday, when new chairman Sen. Thruston B. Morton (R-Ky.) is installed. Chicago is considered probable choice with week of July 25 date. This would give tv and radio networks one week to move equipment from Los Angeles where Democratic national convention will be held week of July 11. In running for GOP convention site besides Chicago, it's understood, are Miami and Philadelphia. Los Angeles and New York said to have been ruled out because leading GOP presidential hopefuls Richard Nixon and Nelson Rockefeller are from California and New York respectively.

KBET-TV owners shift; Northrop new manager

Ownership of ch. 10 KBET-TV Sacramento, Calif., transferred from stockholders of Sacramento Telecasters Inc. to Great Western Broadcasting Corp., C. Wrede Petersmeyer, Great Western president, announced Friday. Transfer occurred Thursday after FCC consent to $4.5 million sale. Great Western is wholly-owned subsidiary of J.H. Whitney & Co., owner of Corinthian Stations including KOTV (TV) Tulsa, KGUL-TV Houston, WANE-AM-TV Fort Wayne, Ind., and WISH-AM-TV Indianapolis.

Mr. Petersmeyer also announced acceptance of resignation of John H. Schacht, vice president-general manager of KBET, and appointment of Johnston (Jock) F. Northrop as acting general manager of KBET. Mr. Northrop is member of Corinthian's New York staff as assistant to Mr. Petersmeyer and will serve in Sacramento until new vice president-general manager is announced.

AT DEADLINE

CONTINUED *from page 9*

KMBC to drop MBS

KMBC Kansas City (980 kc, 5 kw) is giving up its Mutual affiliation latter part of May, MBS authorities confirmed Friday. Station, headed by Don Davis, currently is dual ABC and MBS affiliate and is expected to go full ABC. (For new MBS affiliate addition, see page 99.)

'Lassie' script awards

Jack Wrather Organization, owner of *Lassie* tv series, announced Friday (April 10) establishment of "The Lassie $15,000 Writer Awards for Merit." All professional writers whose stories and scripts are bought between now and Sept. 1 for production this year will be paid usual fees and be eligible for awards. Panel of judges will review all 39 scripts of 1959-60 season and pick winners. First award will be $5,000; second, $3,000; third, $2,000 and fourth to eighth, $1,000 each. Scripts may be sent to Rose Mathias, story editor, Lassie Productions, 270 North Canon Dr., Beverly Hills, Calif.

McGavren resigns 3

Daren F. McGavren Co., station representative, announced Friday resignation of KJR Seattle, KNEW Spokane and KXL Portland, Ore., effective May. McGavren plans to represent other stations in these markets.

• Business Briefly

• Three new accounts to Adams & Keyes' Los Angeles office announced Friday: Helms Olympic Bakeries, State Mutual Savings & Loan Assn. and Wallace Moir Co. (mortgage finance). A&K is merged Burke Dowling Adams and St. Georges & Keyes.

• Tidy House Products (detergents), Shenandoah, Iowa, appoints Guild, Bascom & Bonfigli, San Francisco, as advertising agency effective July 1. Advertising budget is $1.5 million and radio and tv are expected to receive substantial share of billing. Account now handled by Earle Ludgin & Co., Chicago.

• Tilds & Cantz Adv., Los Angeles, has moved to 8833 Sunset Blvd. Telephone: Oleander 5-9270.

WEEK'S HEADLINERS

Mr. Eaton

HOWARD EATON JR., media director of Lever Bros., named chairman of Assn. of National Advertisers' broadcast advertising committee, succeeding GEORGE ABRAMS. Mr. Abrams resigned chairmanship and seat on committee because of pressure of new duties as president of Cosmetics & Toiletries Div. of Warner Lambert Pharmaceutical Co., according to ANA, but he will continue on ANA board. Mr. Eaton, who had been media manager of radio and tv at Lever for past two years, was elevated to media director two months ago (WEEK'S HEADLINERS, Feb. 9). He formerly was with Young & Rubicam and before that, from 1947 to 1952, was sports editor of WELI New Haven, Conn.

Mr. Watson

ROBERT W. WATSON, chairman of board of Erwin Wasey, Ruthrauff & Ryan, joins Kudner Adv., New York, on Wednesday (April 15) as senior vp and member of executive committee and of board of directors. Mr. Watson was board chairman of Ruthrauff & Ryan, New York, before agency's merger with Erwin Wasey & Co. in 1957. He joined R&R in San Francisco in 1940 and served that agency continuously, advancing to vp in 1946, executive vp in 1952, president in 1955 and board chairman in 1956.

Mr. Buckley

RICHARD D. BUCKLEY, vice president of Metropolitan Broadcasting Corp. and president of its WNEW New York division, was reported last week to be preparing to leave the organization after selling his approximately 10% interest back to the corporation for $2,275,440 (CLOSED CIRCUIT, March 30). His departure was expected to come by the end of this month. He said he had not yet made definite plans for the future but that he expected to stay in broadcasting. Under his severance agreement, he indicated he may not enter broadcasting in New York, Washington or Cleveland—where Metropolitan owns WNEW-AM-FM-TV, WTTG (TV) and WHK-AM-FM, respectively—for one year. The $2,275,440 purchase price for his stock represents $15 a share for 151,696 shares. Mr. Buckley was president of Metropolitan as well as the WNEW division until last month, when the board named Chairman JOHN W. KLUGE to the additional post of president of the overall corporation. (BROADCASTING, March 23). There had been speculation since that time that Mr. Buckley would sell his stock, perhaps following this move with the purchase of other stations.

Mr. Evans

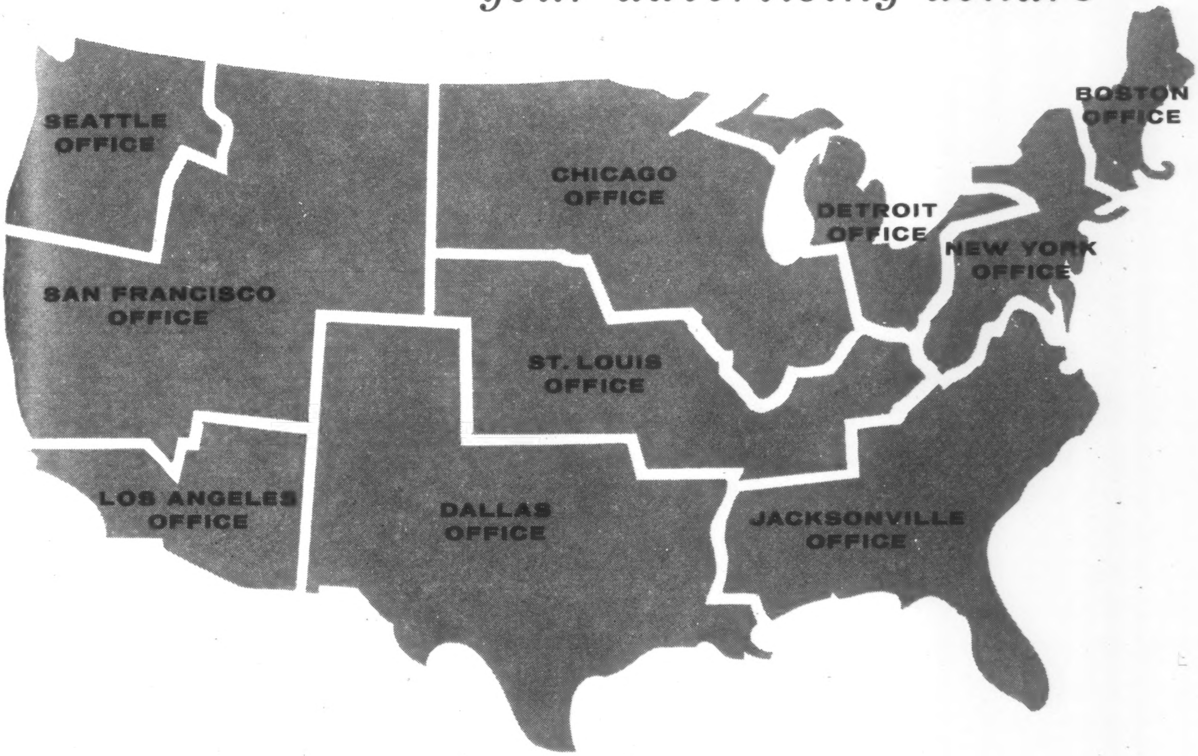
HERBERT E. EVANS, vp and general manager of Peoples Broadcasting Corp. (WRFD Worthington, WGAR-AM-FM Cleveland, both Ohio; WTTM Trenton, N.J.; WMMN Fairmont, W.Va.; WNAX Yankton, S.D., and KVTV [TV] Sioux City, Iowa), named president, succeeding MURRAY D. LINCOLN, named general chairman, newly-created post. Mr. Evans will also serve as member of board of directors. He has been chosen by NAB to be U.S. delegate to Inter-American Assn. of Broadcasters, which will meet this summer at site yet to be chosen. Peoples Broadcasting Corp. is subsidiary of Nationwide Insurance, Columbus, Ohio.

Mr. Cooper

JOHN M. COOPER, managing editor of CBS Newsfilm since January 1956, is named manager. Mr. Cooper replaces HOWARD KANY, who has left CBS Newsfilm to assume new post as director of international business relations, CBS-TV Stations Div., but who continues to supervise CBS Newsfilm's foreign and domestic sales (WEEK'S HEADLINERS, March 30). Before he joined CBS Newsfilm, Mr. Cooper was director of radio and tv news for International News Service.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

OBJECTIVE: *more selling power from your advertising dollars*



The tremendous selling-power of Television is widely recognized—the unmatched power of *sight* plus *sound* plus *motion*.

And the most efficient form of this tremendous power is Spot Television, because it permits you to concentrate your advertising precisely *when* and *where* you choose.

Major question for management today is: how can our products take full advantage of this power?

Helping advertisers and agencies find the right answers to that question is the business of Blair-TV. For in America's top markets, Blair-TV represents the stations that consistently lead in selling-power per dollar.

Sound advertising decisions require up-to-the-minute data on each of these stations — data you can get at a phone-ring's notice through any of Blair-TV's ten offices.

As television's first exclusive national representative, Blair-TV was founded on the basic principle that alert informed representation is a service vital not alone to stations but also to all Advertising, and to the businesses dependent on it for profit-producing volume.

In meeting this year's quotas, keep the power and flexibility of Spot Television in mind. And keep Blair-TV in mind for stations that do the top selling job in many of your best markets.

A NATIONWIDE ORGANIZATION **BLAIR-TV** AT THE SERVICE OF ADVERTISING

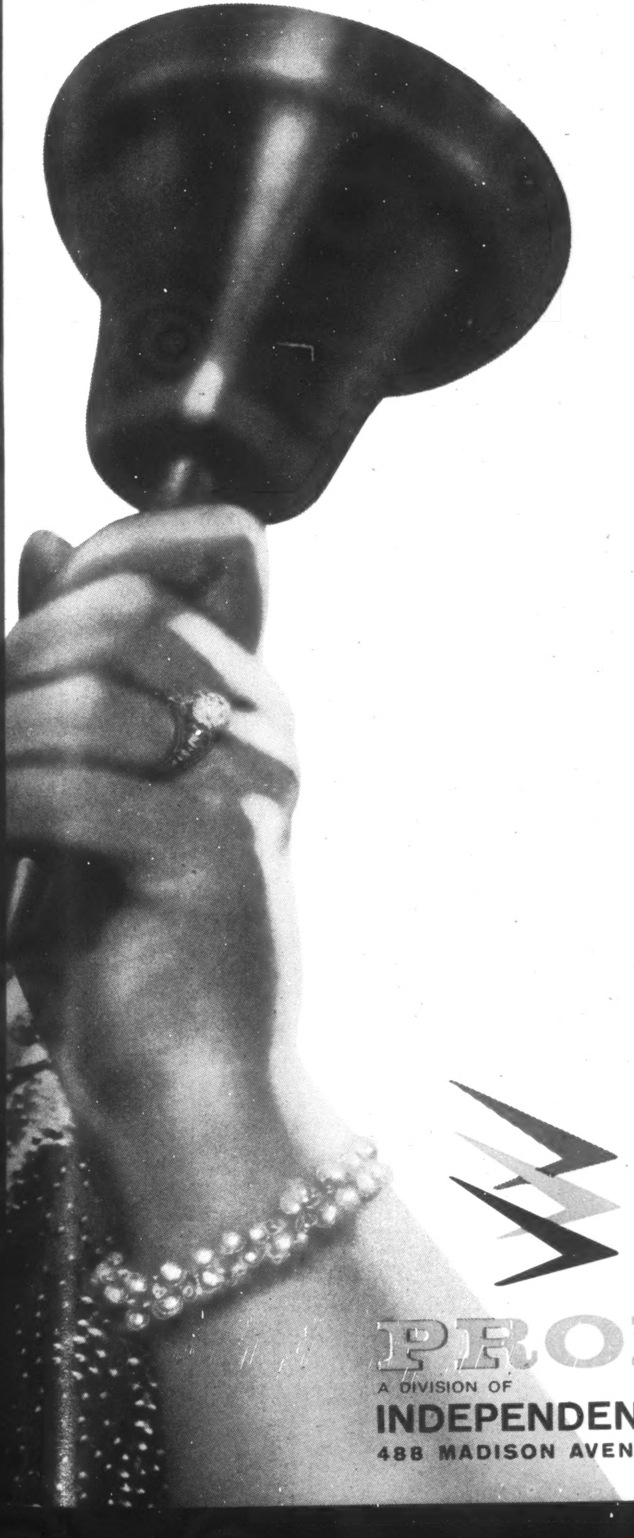
NEW YORK—TEmpleton 8-5800 • **CHICAGO**—SUperior 7-2300 • **BOSTON**—KEnmore 6-1472 • **DETROIT**—WOodward 1-6030 • **ST. LOUIS**—CHestnut 1-5686
DALLAS—RIverside 1-4228 • **JACKSONVILLE**—ELgin 6-5770 • **LOS ANGELES**—DUnkirk 1-3811 • **SAN FRANCISCO**—YUkon 2-7068 • **SEATTLE**—MAin 3-6270

Television's
most acclaimed
sales
personality

now to sell for you

LOCALLY

MISS FRANCES and DING DONG SCHOOL



FIRST RUN BRAND-NEW

Wire or phone today...

ARROW PRODUCTIONS

A DIVISION OF
INDEPENDENT TELEVISION CORPORATION
488 MADISON AVENUE · NEW YORK 22 · PLaza 5-2100

ABOVE ALL . . .

WGY PUSHES

YOUR PRODUCT
BETTER

WGY will push your product better in the rich market area it serves: Albany—Schenectady—Troy, plus Northeastern New York and Western New England. We can back this up with a file of sales success stories—for details, contact your local Henry I. Christal man or call WGY, Schenectady, N. Y.

982-10

50,000 Watts • NBC Affiliate • 810 Kilocycles

A GENERAL ELECTRIC STATION

DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS

(*Indicates first or revised listing)

April 12-13—Texas Assn. of Broadcasters, spring meeting, Commodore Perry Hotel, Austin. Members of Legislature will be April 13 luncheon guests.

***April 12-15—Assn. of National Advertisers,** west coast annual meeting, Santa Barbara Biltmore, Santa Barbara, Calif. Sessions today (April 13) on. "Advertising's Role in Management" and "Budgets and Cost Control;" final day, "Advertising in the World Around Us," including address by Richard A. Moore, KTTV (TV) Los Angeles.

April 12-19—Technical symposium on aircraft and space communications sponsored by **Electronic Industries Assn.,** McCarren Field, Las Vegas, Nev., during First World Congress of Flight.

April 14—Special luncheon meeting of **Louisiana station managers and key engineering personnel** on civil defense. FCC Comr. Robert E. Lee will speak. Site is Arnaud's Restaurant, New Orleans.

***April 14—Academy of Television Arts & Sciences,** Hollywood membership meeting, Beverly-Hilton Hotel, Beverly Hills, 8:30 p.m. Subject: The Rating Services, discussed by John Guedel, president, John Guedel Productions; Lee Rich, vice president, Benton & Bowles; Gale Smith, former production head, Procter & Gamble Co.; Bill Shafer, ARB West Coast manager; Joe Matthews, west coast representative, A. C. Nielsen Co.

April 16—Public Relations Spring Conference, Ambassador Hotel, Los Angeles, sponsored jointly by U. of Southern California and Southern California chapter, Public Relations Society of America. Theme is, "Our Publics Look at Public Relations." Twenty professional groups are cooperating.

April 16-17—Illinois Broadcasters Assn. spring meeting, Hotel Pere Marquette, Peoria.

April 17—Am, fm and tv nationwide blackout, 11:30 a.m.-noon, for Conelrad drill involving 1,200 am stations. Ordered by FCC on request of Office of Civil & Defense Mobilization.

April 20—Radio Advertising Bureau sales clinics at Tulsa, Okla., and Minneapolis, starting nationwide series that ends May 22. RAB will present 30 how-we-sold-it stories and exhibits.

***April 20-23—American Newspaper Publishers Assn.,** 73rd annual convention, Hotel Waldorf-Astoria, New York. Agenda includes discussions on radio-tv competition for national ad dollar; working relationships between newspapers and broadcast stations; the problem of agencies who, for retail accounts for commission reasons, favor radio-tv and the effect of competitive media in the decline of newspapers' national advertising.

April 21—"Genii" awards banquet of **Radio & Television Women of Southern California,** Beverly Hills Hotel, Los Angeles.

April 23—Georgia Assn. of Broadcasters, management conference, Dinkler Plaza Hotel, Atlanta.

April 23-24—Assn. of National Advertisers two-day workshop on advertising expenditures, Westchester-Biltmore, Rye, N.Y.

***April 23-24—Ohio Assn. of Broadcasters,** Sheraton Gibson Hotel, Cincinnati. Speakers: Jerome H. Feniger, Cunningham & Walsh; Sol Taishoff, editor and publisher of BROADCASTING, "Editorializing in Radio"; Ed Broman, Ziv Productions, "Syndicated Tv Film"; Adam Young, and others to be announced. Entertainment Friday evening includes buffet dinner at Wiedemann Brewing Co. and Cincinnati Reds-Milwaukee Braves baseball game.

April 23-25—Western States Advertising Agencies Assn., ninth annual conference, Oasis Hotel, Palm Springs, Calif.

April 23-25—American Assn. of Advertising Agencies, annual meeting at The Greenbrier, White Sulphur Springs, W. Va. Annual elections, other business in closed sessions April 23. April 24, presentation on "The Revolution in Rising Expectations" by correspondents, editors and publishers of Time Inc. magazines. Award-winning tv commercials, chosen by Art Directors Club of New York, and advertising films from Venice film festival will be shown both April 24 and 25. Creative session April 25 on safeguarding creativity in today's advertising agency, with discussions by Anthony C. Chevins, Cunningham & Walsh; John A. Sidebotham, Young & Rubicam, and David Ogilvy, Ogilvy, Benson & Mather, all New York. Rep. Bob Wilson (R-Calif.) to discuss legislative threats to advertising and what advertising needs to do. Other speakers to be announced. Annual banquet April 24.

***April 24—New Mexico AP Broadcasters Assn.,** Bishop's Lodge, Santa Fe.

April 24—Oregon AP Radio Assn., Multnomah Hotel, Portland.

April 24-25—South Dakota Broadcasters Assn., Sheraton-Cataract Hotel, Sioux Falls. A sales clinic is planned. Non-members invited.

April 24-25—New Mexico Broadcasters Assn., Bishop's Lodge, Sante Fe.

* **April 24-25—Arizona Broadcasters Assn.,** spring meeting, Ramada Inn, Phoenix. Speakers include Walter Lucking, president, Arizona Public Service Co.; Maj. Allan Deming, public information officer, Fort Huachuca, Ariz.; Stary Gange, vice president, Pacific Olive Growers Assn.; FCC Comr. Robert E. Lee and Howard Bell, NAB vice president. Phoenix mayor Jack Williams will be toastmaster at Friday banquet.

April 25—Spring meeting of **Associated Press Broadcasters of Idaho and Utah,** Hotel Boise, Boise.

April 25—United Press International Broadcasters of Connecticut, Waverly Inn, Cheshire.

***April 25—United Press International Broadcasters of Indiana,** Sheraton-Lincoln Hotel, Indianapolis. Agenda commences at noon and includes discussion on libel laws with report by President Bill Donnella.

***April 25—Idaho-Utah AP Broadcasters Assn.,** Boise Hotel, Boise.

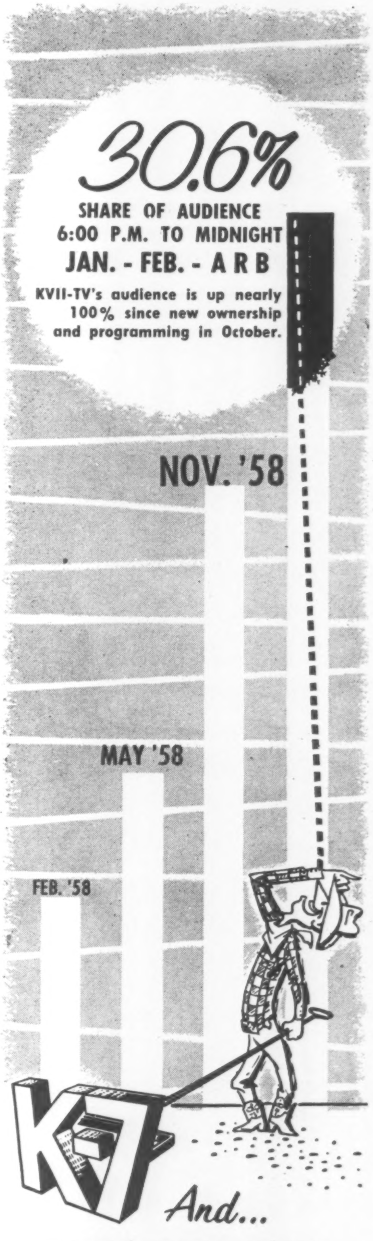
April 26—Colorado-Wyoming AP Broadcasters Assn., Albany Hotel, Denver.

April 26-29—National Assn. of Transportation Advertising convention, The Greenbrier, White Sulphur Springs, W. Va.

April 26-29—U.S. Chamber of Commerce annual meeting, chamber hdqrs., Washington.

April 27-28—Potts-Woodbury Adv. Agency Radio-Tv Farm Clinic, Bellerive Hotel, Kansas City. Invited radio and tv farm directors and farm products manufacturers will be guests.

April 27-May 2—Journalism & Broadcasters Week, School of Journalism & Communications, U. of Florida, Gainesville. (April 27 is Broadcasters Day. Key speakers include FCC Comr.



THAT'S NOT ALL!!

K-7 is first in Amarillo in total rating points, three nights out of the week—with four of the top ten shows.

Let your Bolling man give you the detailed story and show you some amazing figures.

KVII-TV

amarillo, texas

C. R. "Dick" Watts
Vice-President and
General Manager

abc

Represented
nationally by the
Bolling Company

Nielsen Television Index
National TV Nielsen Ratings
Nielsen Radio-TV Services

NO TWO RATINGS ARE EXACTLY ALIKE

ABC Television, for example, doesn't always have five shows in Nielsen's top ten.* Sometimes it's four – or three.

And it's not always the same shows. *Maverick* and *Rifleman* are consistently there. *Wyatt Earp, The Real McCoys, Cheyenne, Sugarfoot* are familiar names in the top ten listings . . . but they don't *all* make it *all* the time.**

(When they don't, though, they're not far behind.)

We don't always dominate the same number of time periods, either. One report will show us leading the field (No. 1 in 18 half hours). Another will show us in second place (tops in 13 half hours).†

Not *every* Nielsen will prove ABC to be No. 1 network four out of seven nights a week. Every once in a while, we're tops in only three.***

But Nielsen after Nielsen, one thing is consistent.

ABC is consistently going right to the top.

Go right to the TOP...go ABC-TV

ABC TELEVISION

Source: National Nielsen Reports, Nov. '58 – Feb. '59. *1st Feb. Report, Average Audience Basis. **Total Audience and/or Average Audience Basis. ***Sun.-Sat. 7:30-10:30 PM all sponsored evening programs. †Nielsen 24-Market TV Reports, weeks ending Mar. 14 & 21, 1959, Sun.-Sat. 7:30-10:30 PM.

Another thriller-diller from WJRT—

"One if by land!
Two if by sea!"
"And four if by
WJRT, Ponsonby—
the efficient way to
cover Flint, Lansing,
Saginaw and
Bay City."

Listen, admen, and you shall hear—plenty! That WJRT is *the* single-station way to reach the other big Michigan market. That you get Flint, Lansing, Saginaw and Bay City with one buy and a grade "A" or better signal. That you're right where things happen with WJRT's inside-out coverage of mid-Michigan and its nearly half-million TV households. If you're aiming at Flint, Lansing, Saginaw and Bay City, WJRT is your bull's-eye buy. Come on in—it's open season on sales.

WJRT

CHANNEL **12** FLINT

ABC Primary Affiliate

Represented by **HARRINGTON, RIGHTER & PARSONS, INC.**

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

Robert E. Lee; Matthew J. Culligan, NBC-Radio vice president; John F. Day, CBS tv news director, and Harold Krelstein, president of Plough stations).

April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

April 29-30—International Advertising Assn. convention, Hotel Roosevelt, New York.

April 29-May 3—American Women in Radio & Television, annual convention, Waldorf-Astoria, New York. Open House 10:30 p.m. April 29; tours and receptions, April 30 plus 7 p.m. opening and banquet; breakfast, speakers, luncheon, special events, May 1; breakfast, panels, speakers, luncheon, receptions, May 2; business meeting May 3.

April 30-May 2—Alabama Broadcasters Assn. annual meeting, Buena Vista Hotel, Biloxi, Miss. Speakers include FCC Comr. Robert T. Bartley; Dallas Townsend, CBS News; Charles H. Tower, NAB personnel-economics manager, and John M. Outler Jr., WSB Atlanta.

April 30-May 3—4th district, **Advertising Federation of America,** Tides Hotel & Bath Club, St. Petersburg, Fla.

MAY

May 1—National Radio Month opens.

May 1—Journalism Institutes, Center Bldg., U. of Wisconsin, Madison.

May 1-3—Texas Assn. of Sigma Delta Chi, Hotel Galvez, Galveston. Annual meeting.

May 2—Virginia AP Broadcasters, spring meeting, National Press Club, Washington.

May 2-3—Spring caucus sponsored by **Los Angeles Advertising Women,** Ambassador Hotel, Los Angeles. Includes business meetings, social features and awards luncheon.

May 3—Oklahoma AP Broadcasters Assn., Lake Texoma Lodge, Durant.

May 3-9—Canadian Radio Week, sponsored by Canadian radio manufacturers and radio stations, both CBC and private. Promotion material is being prepared.

May 4-6—Assn. of Canadian Advertisers, annual conference, Royal York Hotel, Toronto, Ont.

May 4-8—Society of Motion Picture & Tv Engineers, semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

May 4-9—Advertising Research Foundation seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.

May 5—American Council for Better Broadcasts, annual convention, Deshler-Hilton Hotel, Columbus, Ohio.

May 6—National Aeronautical Electronics Conference, Biltmore and Pick-Miami Hotels, Dayton, Ohio. A panel on worldwide communications systems is scheduled.

May 6—National Academy of Television Arts & Sciences, 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

*****May 6-9—Ohio State U.** Institute for Education by Radio-Tv,** Deshler-Hilton Hotel, Columbus. Keynote address by Dr. Frank C. Stanton, CBS president. Other speakers: FCC Comr. Frederick W. Ford; Paul Chamberlain, equipment sales manager, GE, and producer David Susskind. Panel discussion on the advertiser as sponsor of educational tv programs under chairmanship of John P. Cunningham, president-chairman of Cunningham & Walsh. Interview by remote facilities with Sen. Warren G. Magnuson (D-Wash.).

May 7-8—Kentucky Broadcasters Assn., Shera-

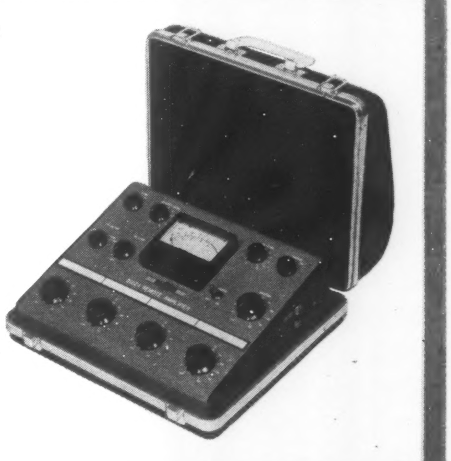
safe!

Collins remote amplifier . . .

The safest remote signal on the air. The Collins 212Z remote amplifier assures uninterrupted remote broadcasting. When the power fails, an exclusive power changeover brings in fresh battery power automatically to keep you on the air until ac power is restored.

The 212Z is still the lighest, most convenient 4-channel remote available — weighs only 22 lbs. complete with self-contained batteries and carrying case. Simplified panel and terminal arrangement facilitates one-man operation. Completely transistorized. All terminals and jacks are located in back of unit. Eliminates bulky cords and cables. Constructed of sturdy, lightweight steel with metallic black and blue-grey abrasion-resistant finish. Housed in compact, rugged Royalite carrying case.

Collins is your one *complete* source for all broadcast needs. Call or write today to Collins Radio Company for more information about the 212Z and your free copy of "Collins Broadcast Equipment Catalog."



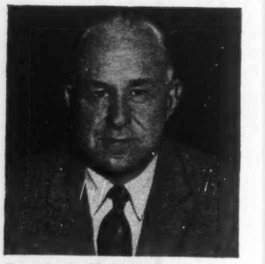
COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS • DALLAS • BURBANK

Pianissimo to...

WLW Acclaimed..W

-W



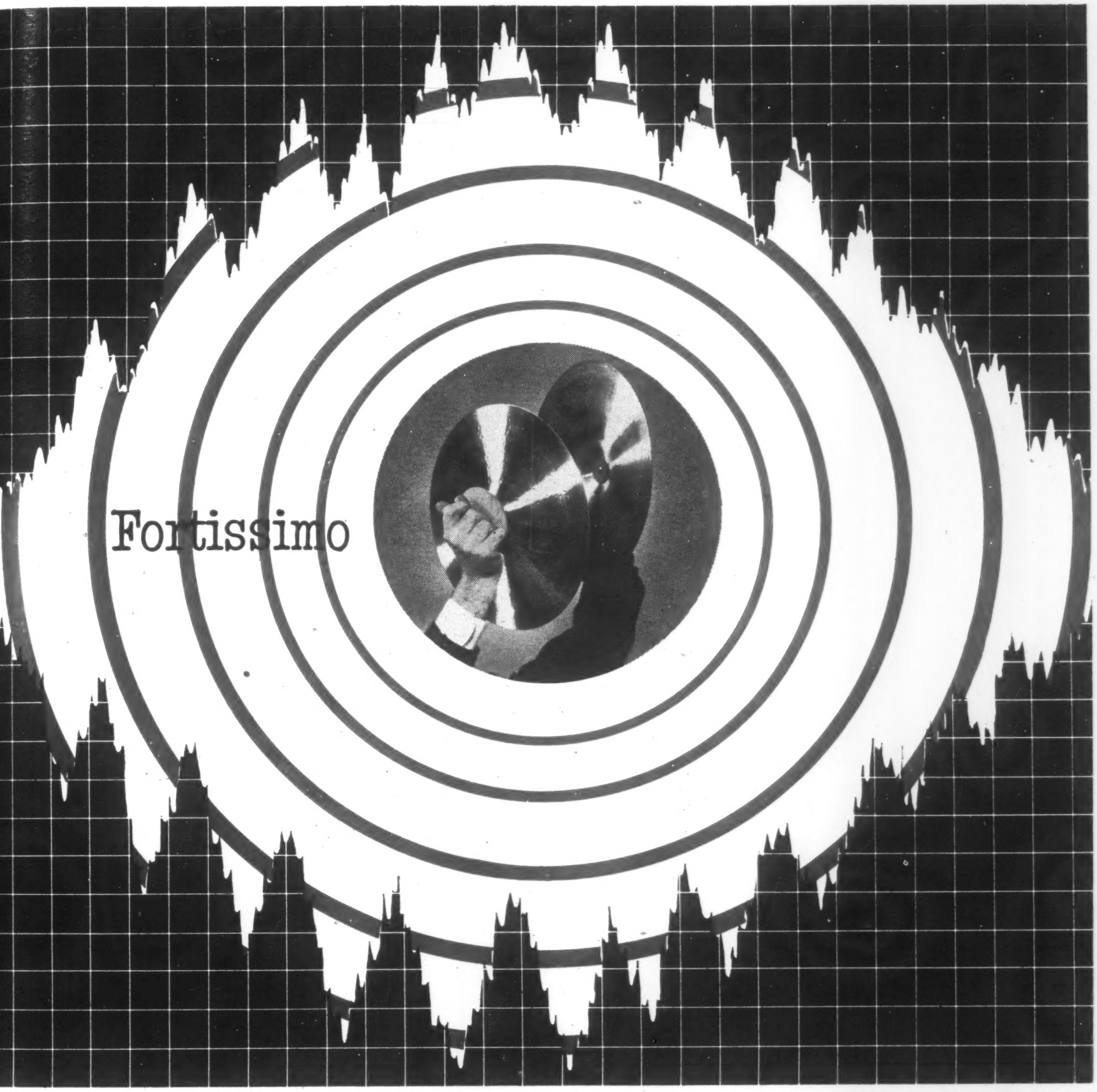
Frank H. McIntosh

"A magnificent new WLW-AM transmission system, developed by Crosley Broadcasting engineers, has made WLW Radio unquestionably the World's Highest Fidelity Radio Station! The revolutionary new broadcasting development now puts WLW-AM transmission on a par with FM in high fidelity . . . providing a perfect illusion of live performance with a sound range from the softest pianissimo to the loudest crescendo."

This distinction was confirmed in a test made by Frank H. McIntosh Laboratory, Binghamton, N. Y. — the world's leading independent radio and high-fidelity transmission expert.

This highest fidelity transmission will increase the WLW Radio audience even more — an audience which for years has ranked among the top 10 of over 3,200 Radio Stations in America.

The result of 3 years of work and ¼ of a million dollars, it's another in Crosley's long line of distinguished contributions to the broadcasting



d...world's highest fidelity radio station -with audience among top 10 in America!

am-
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- an
ong
s in

ion
of
ing

industry, and provides finest commercial clarity for advertisers' commercials!

And it's another crescendo for "subscribers."

Call your WLW representative . . . you'll be glad you did!

Network Affiliations: NBC, ABC.
Sales Offices: New York, Cincinnati, Chicago, Cleveland
Sales Representatives: Tracy Moore & Associates — Los Angeles, San Francisco; Bomar Lowrance & Associates, Inc.—Atlanta, Dallas
Crosley Broadcasting Corporation

WLW world's highest fidelity station

add +1

KICA-TV

Tucumcari
QUAY
CURRY
Clovis
DE BACA
Portales
ROOSEVELT
CHAVES
LEA
NEW MEXICO
DEAF SMITH
Hereford
RANDALL
ARM STRONG
PARMER
CASTRO
Tulia
SWISHER
BRISCOE
HALL
BAILEY
LAMB
Littlefield
Plainview
HALE
FLOYD
Floydada
MOTLEY
COCH RAN
HOCKLEY
Levelland
Lubbock
LUBBOCK
CROSBY
DICKENS
KING
TEXAS
YOAKUM
TERRY
Brownfield
LYNN
Post
GARZA
KENT
STONE WALL
HASKELL
THROC MORTON
GAINES
Seminole
DAWSON
Lamesa
BORDEN
SCURRY
Snyder
FISHER
Stamford
JONES
SHACKEL FORD
ANDREWS
MARTIN
HOWARD
Big Spring
MITCHELL
Colorado City
Sweetwater
NOLAN
TAYLOR
Abilene
CALLA HAN
Midland
MIDLAND
GLASS COCK
STER-LING
COKE
RUNNELS
Ballinger
Coleman
COLE MAN
San Angelo
REAGAN

West Texas Television Network

Station	Population	Families	Effective Buying Income	Retail Sales
KDUB-TV	658,700	181,400	$1,188,034,000	$833,529,000
KPAR-TV	385,100	111,700	641,821,000	469,786,000
KEDY-TV	288,900	82,400	555,248,000	409,175,000
KICA-TV	121,700	32,600	209,801,000	161,949,000
TOTAL	1,454,400	408,100	$2,594,904,000	$1,974,439,000

Set Count

KDUB-TV	166,902
KPAR-TV	99,213
KEDY-TV	73,110
KICA-TV	21,860
TOTAL	361,085

with ONE single purchase!

BIG ... for TEXAS
CBS

WEST TEXAS
TELEVISION NETWORK

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO

NATIONAL REPRESENT'VE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

ton-Seelbach Hotel, Louisville.

May 7-9—5th district, **Advertising Federation of America,** convention, Hotel Frederick, Huntington, W.Va.

*May 8—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. (Extended from April 8 deadline, previously announced). Docket 12,729.

***May 8—Connecticut Broadcasters Assn.,** Waverly Inn, Cheshire.

May 12—Wisconsin Fm Clinic, Center Bldg., U. of Wisconsin, Madison.

May 13-15—Pennsylvania Assn. of Broadcasters, Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

May 14—Sigma Delta Chi annual banquet ceremony, Ambassador West Hotel, Chicago. James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winners of 1959 SDX distinguished service in journalism awards in 15 categories.

May 14—U. of Michigan Advertising Conference. Agency and advertising executives will appear as panel leaders. Michigan advertising groups are cooperating.

***May 14-15—Nebraska Broadcasters Assn.,** annual convention, Cornhusker Hotel, Lincoln.

May 16-17—Illinois News Broadcasters Assn., spring meeting, Southern Illinois U., Carbondale; also, **United Press Intl.** business meeting.

May 20-22—Electronic Industries Assn. 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor.

May 20-22—Assn. of National Advertisers, spring meeting, Edgewater Beach Hotel, Chicago.

*May 21—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Initial decision by Examiner Horace Stern recommended grant to Public Service Television Inc. (National Airlines Inc.) be revoked and allegations of ex parte representations by applicants be weighed against them in new comparative hearing. Docket No. 9321 et al.

***May 21—National Assn. for Better Radio & Television,** tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, **Highlights for Children** magazine, will be chief speaker.

May 21-23—Montana Radio Stations Inc., Great Falls.

May 21-23—Electronic Industries Assn., annual convention, Sheraton Hotel, Chicago.

***May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention,** Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president, and Gordon McLendon, head of McLendon station group. Storz stations are sponsoring seminar with Bill Stewart, Kilpatrick Bldg., Omaha, Neb., as convention coordinator; NAB President Harold E. Fellows; three station representative executives—John Blair, Robert Eastman and Adam Young.

OPEN MIKE

Rating the tv picture

EDITOR:

I was naturally quite interested in the comments on pages 59 and 60 of the March 23 issue . . . regarding the TASO session at the NAB convention. Although the general coverage of the session was accurate, in a couple of places under the general heading of "other highlights of the TASO panel," the remarks attributed to our speakers were not correct.

First, it is reported that we stated that "visual power should be increased from the present two-to-one to four-to-one." Actually, TASO took no stand regarding the preferred picture-to-sound power ratio. A large amount of information was presented regarding the influence of this ratio on lower adjacent channel interference receiver performance and transmitter economics, but decisions regarding this and all other standards are the responsibility of FCC and not of TASO.

Second, it is reported that we stated that "engineers are less critical of picture quality than householders. On the average, engineers rated a picture as better by 20% than the layman." Actually, the contrary is the case. We reported that on the average, the engineers rated a picture lower than the householder by 0.13 step on a six-point scale of picture quality. We had expected the engineers to be much more critical than the householder and were surprised that the difference found was not greater. Nevertheless, on the average the engineers were still slightly the more critical of the two groups.

George R. Town
Executive Director
Television Allocations Study Organization, Washington

Declaration of independence

EDITOR:

STORY IN MARCH 30 ISSUE RELATIVE TO DON LEE AFFILIATES (PAGE 27) IN ERROR AS REGARDS KPUG. KPUG DROPPED ALL NETWORK AFFILIATION JAN. 1. WE LIKE OUR INDEPENDENCE AND DON'T PLAN TO HOOK UP WITH MUTUAL OR GO OVER TO ABC AS STORY LISTS US AS DOING.

JOHN R. DIMEO
GENERAL MANAGER
KPUG BELLINGHAM, WASH.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

RUSHED BY AIR EXPRESS
PREPAID
MAKE PROMPT DELIVERY
GLASS!
X-RAY
GLASS

How X-rays show Air Express saves money

CHECK YOUR AIR EXPRESS SAVINGS
over any other complete air service

Wgt.	City to City...Door to Door	Miles	Cost	You Save
10 lbs.	NEW YORK to MINNEAPOLIS	1,020	$ 5.06	**$1.45 to 8.32**
15 lbs.	DENVER to BOSTON	1,765	10.43	**.40 to 4.77**
20 lbs.	CHICAGO to DALLAS	795	6.84	**1.16 to 7.31**
25 lbs.	ATLANTA to KANSAS CITY	710	7.25	**.75 to 7.49**

Apply these typical examples to your shipping problems

Next time you get an X-ray taken, think of this . . . X-ray tubes cost up to $1,000 each! They're too expensive to be stored idly on shelves. And so delicate they actually lose power if unused. So they're replaced *as needed* via Air Express. With speed. Gentle handling. And low cost. Good reasons for making Air Express *your* shipping choice, too.

AIR EXPRESS

GETS THERE FIRST *via* **U. S. SCHEDULED AIRLINES**

CALL AIR EXPRESS . . . division of **RAILWAY EXPRESS AGENCY**

MINE EYES HAVE SEEN THE GLORY . . .

This dynamic statue of a Civil War cavalryman stands before the solitary mounted figure of General Ulysses S. Grant. Within the shadow of the Capitol Building, it helps commemorate the mighty war between the states . . .

Another in the continuing series of photographs by Fred Maroon . . . commissioned by WTOP-TV

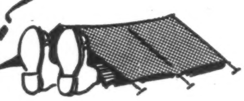
WTOP-TV 9
WASHINGTON, D. C.

AN AFFILIATE OF THE CBS TELEVISION NETWORK
REPRESENTED BY CBS TELEVISION SPOT SALES

OPERATED BY THE WASHINGTON POST
BROADCAST DIVISION

WTOP-TV, *Channel 9, Washington, D.C.*
WJXT, *Channel 4, Jacksonville, Florida*
WTOP Radio ....*Washington, D.C.*

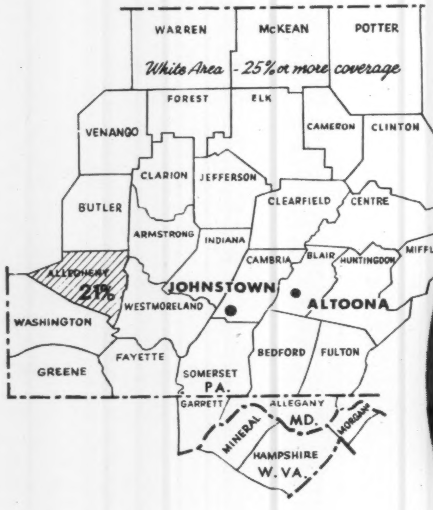
Why take a little?



Get full Coverage
with
WJAC-TV
in the Johnstown-Altoona area

Why settle for WFBG-TV's 28.1 share of audience when WJAC-TV covers the market like a circus tent with a 71.9, sign-on to sign-off, all week long? You get ALL the audience you're paying for when you buy WJAC-TV. Figures from ARB, November, 1958

TOP 30 SHOWS ON WJAC-TV
Johnstown-Altoona Trendex, Feb., 1959


WARREN
McKEAN
POTTER
White Area - 25% or more coverage
FOREST
ELK
VENANGO
CAMERON
CLINTON
CLARION
JEFFERSON
BUTLER
CLEARFIELD
CENTRE
ARMSTRONG
INDIANA
CAMBRIA
BLAIR
HUNTINGDON
MIFFLIN
ALLEGHENY
21%
JOHNSTOWN
ALTOONA
WESTMORELAND
WASHINGTON
FAYETTE
BEDFORD
FULTON
GREENE
SOMERSET
PA.
GARRETT
ALLEGANY
MD.
MINERAL
MORGAN
HAMPSHIRE
W. VA.

The competition just can't touch WJAC-TV. Leading its nearest competitor by nearly 3 to 1, it's easy to see that WJAC-TV is the one to buy--the one that delivers the audience.

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Ask for full details from HARRINGTON, RIGHTER & PARSONS, INC.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name title/position

company name

address

city zone state

Please send to home address ——

* Occupation Required

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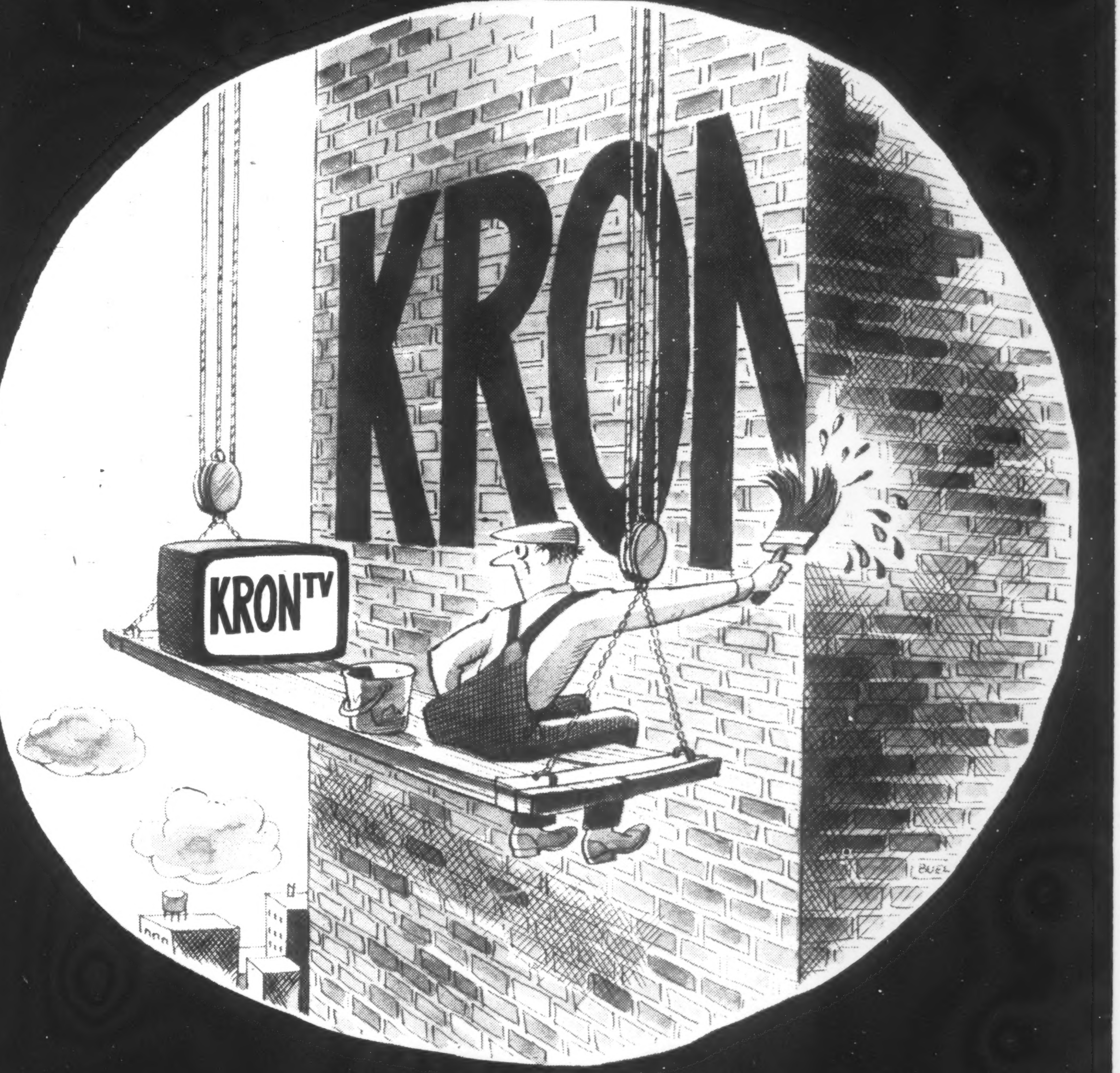
KRON is TV in SF



San Franciscans are sold on KRON-TV

New Program!
THE THREE STOOGES
Sundays 5:00 - 5:30 P.M.
Participations Available

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

BALTIMORE IS A WJZ TOWN!

Baltimore, city of "group" homes . . . a city where, as most folks know, WJZ-TV has been a leader in television for more than a year and a half. Why?

Because WJZ-TV has not lost touch with the community it serves. Prime time public service programming, editorial comment on important local issues, documentary news treatment of civic problems, more local live programming than the other stations combined . . . these are the reasons why WJZ-TV is ABC's top affiliate in 3-station major markets and why most people in Baltimore spend more time with WJZ-TV than with any other station.* Baltimore *is* a WJZ Town!

**Feb. & March ARB Reports continue to reflect WJZ's long-time overwhelming dominance in Baltimore; WJZ leads Station B by 29%, Station C by 33%.*

WJZ 13 TV

WBC Westinghouse Broadcasting Company, Inc.

MONDAY MEMO

from **FREDERICK L. RYNER,** *vice president and research director, Bryan Houston Inc., New York*

Sharpen the best agency tool: research

Today there are more diversified jobs in advertising than ever before yet fewer people qualify to do them. Part of the reason comes into focus in the agency research department where the need is for more and more specialists.

The drive toward specialization has several reasons behind it. One major reason is the increased complexity of advertising media today. Another reason, of course, is the high cost of television time and production. This cost puts the burden of better thinking and more analytic judgment upon agency personnel.

Beyond the great responsibility of committing vast sums to the air media, agency researchers are today also faced with an avalanche of new research techniques, fresh areas of specialization and innovation. It is difficult for an individual research man to be specialized and equally intelligent in such divergent research areas as copy testing, media analysis and market and motivational research, not to mention such rapidly developing new areas as operations research.

Basic Research Need Grows • The greatest responsibility of any top agency research department lies in research directly related to client problems. But of increasing importance to Bryan Houston Inc. is the area of pure or basic research, a knowledge of which will enrich the department service and will eventually transfer itself to everyday use for client situations.

Under the pressure of resolving day-by-day research problems the agency man can so easily overlook the importance of staying abreast and perhaps ahead of new developments. Any agency that does forget the importance of doing this strays from the basic fact that the pure research of today inevitably becomes the broadly applied technique of tomorrow.

Think of the new vistas which operations research may eventually open up This technique, while still in its infancy where advertising application is concerned, has become the subject of a series of Advertising Research Foundation seminars. The attendance at these reflects the increased scope and interests of agency research. It is in these areas of pure research that we find the greatest need for free exchange of ideas and opinion. Indeed, in some fields a nucleus of people willing to exchange thoughts is being built up. These are the men who realize that everything which increases the scope of advertising research will help to (1) further reduce the need for unsubstantiated judgment where big money investments are concerned and (2) raise the stature of advertising research as a whole.

How Stations Can Help • However, the basic function of agency research is still related to current client problems. And it is in these areas that the individual media can help agency research departments. Radio and television stations, for instance, can supply valuable market data about their own community, preferably supplementing rather than duplicating the data available from varying national research organizations. Such market information is far more useful to the agency research man than the individually interpreted media and ratings analysis from stations to which most major agencies subscribe nationally anyhow.

An indication of the value and importance of such market data is a system for tabulating it which we use at Bryan Houston Inc. We have a tabulating and computing machine room at the agency in which we record all market and coverage information by individual media and by individual counties for the entire U.S. From this card file and computing room we have compiled our annual *Major Media and Market Coverage Book*. This book includes over 300 counties and accounts for 74% of U.S. purchasing power. It is continuously up-dated for use by the agency account people and clients.

Fred Ryner, b. Omaha. He was graduated from Northwestern U. in 1931. He went into sales and promotion with Wrigley Co., Cudahy Packing Co. and Lever Bros. Subsequent agency experience entirely in research. He was with Foote, Cone & Belding 1944-46, Dancer-Fitzgerald-Sample 1946-52, then Bryan Houston Inc. Mr. Ryner lives in Manhasset with his wife, two sons and "one beat up old dog."

The information which we record on the individual market cards is derived from all the varying national surveys to which the agency of today must subscribe. But this information could be supplemented through reliable additional data provided by individual local media such as radio and tv stations.

The Necessary Data • There is no question but that we often look to individual stations for information about changed coverage, change in frequency or strength, and all factors affecting the station's reach.

Another area where the individual stations can help agency research departments is in supplying information not as quickly available from national surveys. For instance, when a major new industry is attracted to the market where the station is located, there may be rather quickly a change in the economic complex of that market and eventually in its purchasing power. Or when a major supermarket chain opens up or closes a retail outlet in that market, distribution patterns will be affected. While national surveys will eventually reflect such changes, the local station could be particularly helpful by providing this information as fast as it occurs.

It is important for station management to realize that everything that happens in its market affecting the business conditions, consumption patterns and general economic conditions of that market is news to an agency research department, news that it has to search out for itself through various national surveys or its own field men, but even more importantly, news that it appreciates getting in a reliable and useful form from local sources such as the station.

The Right Emphasis • Unfortunately too many stations today still concentrate on research intended to prove their ratings are the highest and the best. It would be so refreshing if stations instead paused to find out through available research facilities just what it is that their audiences want.

"The 3 Stooges" found the cure for sick rat

NOW... SO

THE "HILARIOUS

100 FIRST RUN 2-REELERS STARRING THE

ALREADY SOLD.... WNEW-TV NEW YORK, WNAC-TV BOSTON, WFIL-TV PHILADELPHIA, WLW-C COLUMBUS, WGR-TV BUFFALO, WROC-TV ROCHESTER, WNHC-TV NEW HAVEN, WNBF-TV BINGHAMTON, WNEP-TV SCRANTON, WLBR-TV LEBANON, WFBG-TV ALTOONA, KFRE-TV FRESNO, WSVA-TV HARRISONBURG, WMT-TV CEDAR RAPIDS

CA

ickratings... **SLAPSTICK!**

. **SCREEN GEMS** follows up with

HUNDRED"

NG THESE ALL-TIME COMEDY GREATS...

- ★ BILLY GILBERT
- ★ HUGH HERBERT
- ★ BUSTER KEATON
- ★ ANDY CLYDE
- ★ SLIM SUMMERVILLE
- ★ LEON ERROL
- ★ EL BRENDEL
- ★ STERLING HOLLOWAY

...AND OTHERS

CALL TODAY FOR DETAILS

SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

NEW YORK · DETROIT · CHICAGO · HOUSTON · HOLLYWOOD · ATLANTA · TORONTO

WSB-TV viewers watch as a deaf child learns to speak

"The one hope of every parent of a deaf child is for the public to know and understand their handicap. WSB-TV gave us an answer to that hope Sunday." So wrote the mother of a little student at Atlanta's Junior League School for Speech Correction after seeing WSB-TV's presentation of "A Sound Life" In an entertaining way this dramatic documentary showed how deaf children are being taught that they have voices—and how to use them. The film was written and produced by the WSB-TV staff, and shot at the school. Responsible, imaginative programming in the public interest has earned heart-warming rewards for WSB-TV. And for this station's advertisers also.

Atlanta's WSB/TV

Affiliated with The Atlanta Journal and Constitution. NBC affiliate Represented by Petry

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

April 13, 1959
Vol. 56 No. 15

THE SQUEEZE ON TV OPTION TIME

- **FCC aims to reduce time networks can command from stations**
- **Action could lead to clearance trouble for network clients**
- **Meanwhile, new investigation of network programming begins**

The FCC has all but approved major changes in its regulation of television option time. They could produce new problems for the networks and network advertisers in obtaining program clearances, especially in prime evening time.

Last week the Commission ordered its staff to prepare a notice of proposed rule-making which would:

- Reduce option time from the present 3 hours in every broadcast segment to 2½ hours. The broadcast day is divided into four segments—8 a.m. to 1 p.m., 1 p.m. to 6 p.m., 6 p.m. to 11 p.m. and 11 p.m. to 8 a.m.
- Require that when a program starts in option time but extends into station time its entire time be counted as network option time. This refers to the so-called straddle program which, under present rules, is counted against option time only in that portion which runs in option time.
- Require networks to give 13 weeks notice to affiliates that their option is to be exercised. Under present rules, networks can pre-empt specified option hours on only eight weeks' notice.
- Permit affiliates to reject a network program on the grounds that it is unsuitable for their audiences—even after the program period has begun. A broadcast licensee now has this privilege only if some outstanding local public interest event intervenes.
- Permit an affiliate to substitute a program of community interest in lieu of a network program.

These changes in the 18-year-old network regulations have the backing of a majority of the seven commissioners—although this majority, it is understood, ranges from a 5-2 split on some elements to 4-3 on others.

The staff was asked to bring back a draft of the more formal rule-making notice in two weeks. This would place the item on the executive FCC agenda April 22 if no hitch develops.

During consideration of the option time recommendations, the FCC also turned down a number of other suggestions submitted by the staff. These would have:

- Required a network to publish its criteria for affiliation and disaffiliation

How it began • The action on option time is an outgrowth of a special television network study conducted for the FCC by a 13-man staff headed by Roscoe Barrow, dean of the U. of Cincinnati Law School. The study took two years and cost $221,000. It resulted in the Barrow Report which was issued in October 1957.

The Barrow Report recommended 30-odd vital changes in the FCC's rules governing network broadcasting, including the prohibition of option time.

Still other FCC proceedings are underway as a consequence of the Barrow study. Now pending is a rule-making proposal to prohibit networks from acting as spot sales representatives for any tv stations other than its own. Comments on that proposal are due April 29.

Programming probe • A major area of investigation untouched by the original Barrow project is programming. That investigation will erupt into a hearing to begin probably May 4.

Network lawyers met three days last week with FCC officials to discuss procedure.

The upshot of the meetings with Chief Hearing Examiner James D. Cunningham, chosen to preside at the inquiry; Broadcast Bureau Chief Harold G. Cowgill and Network Study aides Warren Baum, Ashbrook Bryant and James Tierney, was an agreement to start a hearing record with exhibits and documents.

Dean Barrow: his memory lingers on

The FCC's program inquiry was announced last February (BROADCASTING, March 2). It is based on allegations that networks have pressured program producers to cut them in on program packages. Where this alleged tactic has failed, it is charged, networks have refused to consider such programs, or have failed to provide prime time for their showings. Complaints along these lines were submitted to the Dept. of Justice, and that agency has turned over its information to the FCC.

The inquiry also will take up other elements of programming, it was learned, including such fundamentals as how programs are chosen, how the time is allocated, and what standards are used when programs are changed from initial or original times spots.

Representing the networks last week were:

Joseph J. Jacobs, ABC; Thomas K. Fischer, CBS, and Thomas E. Ervin, NBC.

and to report each such action.

- Placed an affirmative obligation on a network to disregard as an aid to affiliation the fact that a prospective affiliate is owned by a multiple broadcast station owner.
- Required a network to supply a program to another station in the same community as its affiliate when the affiliate cannot carry the program or cannot carry it in the ordered time slot.
- Forbidden a network to withhold a program for placement on a station in another community when the sponsor so requested, despite objections of the affiliate whose coverage might overlap the other community.

The Commission majority has taken its stance in the face of Dept. of Justice assertions that option time is illegal.

In April 1958, Assistant Attorney General Victor R. Hansen told FCC Chairman John C. Doerfer and other Commission officials that the option time and must-buy practices of television networks were antitrust violations *per se*.

In January 1959 the Commission by a bare 4-3 majority found that option time was reasonably necessary in the operation of tv networks. FCC Comrs. Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford were in the minority on this. The finding was submitted to the Dept. of Justice in line with the agreement reached at the April 1958 meeting. In March of this year, Mr. Hansen replied, upholding the theory that option time is a Sherman Act violation (BROADCASTING, March 9).

No mention was made of must-buys because toward the end of 1958 CBS-TV and NBC-TV voluntarily eliminated this requirement. In the must-buy practice, those two networks had maintained a basic list of affiliates which advertisers were required to buy. ABC-TV has historically adhered to a minimum dollar buy, with advertisers free to choose any station lineup.

The whole concept of option time has been under fire twice before. During the 1939-1941 network study, the first FCC proposal doomed option time in its entirety. This was revised, however, to limit the number of hours that might be optioned when the final regulations were adopted in 1941.

The same recommendation was made three years ago by Harry M. Plotkin, former assistant FCC general counsel, acting as special majority counsel to the Senate Commerce Committee.

In hearings which the FCC held last year on the Barrow recommendations against option time, all the networks, several leading national station representatives and a group of leading network affiliates testified to the importance of option time. The essence of their testimony was that option time was the instrument that enabled the networks to sell in competition with other national advertising media.

BROADCAST ADVERTISING

A SINGLE ALL-MEDIA DENOMINATOR?

Question on C-P-M ignites fireworks at AMA workshop in N.Y.

It was a researcher's delight but an advertiser's nightmare.

The event: a discussion of "how to compute cost per thousand for intermedia comparisons." In the ring: six speakers, two from tv networks, one from an agency, one from the newspapers, and two from the magazines. At ringside: The Market Workshop Group of the American Marketing Assn.'s New York chapter lunching at a New York restaurant.

Moderator or referee was the affable Dr. E.L. Deckinger, vice president of Grey Adv., who is schooled in radio-tv audience research.

Another such agency authority—Dr. Seymour Banks, Leo Burnett vice president—was on the panel.

People Not Units • Said Dr. Banks: data for cost per thousand should be expressed in terms of actions of people rather than in terms of physical media units—"people" exposure, participation and involvement in media.

In simple terms, Dr. Banks seeks information which shows the communication's performance—how the context affects the people exposed to the media, the nature and amount of information transmitted and the influence on moods and emotions.

The gentle and scholarly talk by the Leo Burnett executive failed to tip the audience on what was to come. Round by round this followed:

Dr. Howard D. Hadley, research vice president, Bureau of Advertising of the American Newspaper Publishers Assn., thought that measurements of prospects viewing commercial content was "far more needed for television than for print because prospects viewing television commercials are selected by the program; but in print media they are largely selected by the advertising itself. An advertiser in the newspaper can expect a readership bonus of about 50% among prospects for his brand, and it can range up to 250%."

Observing there would be increased emphasis placed on psychological response to advertising in different media, Dr. Hadley remarked: "This has long been available in print media."

A Sham • Dr. Thomas E. Coffin, research director at NBC, came out swinging: Comparing media by the size of audience is, he said, a "sham." An advertising medium has two dimensions: breadth and depth and the latter, said Dr. Coffin, was the "degree of impact created on each person . . . reached."

The way to compare media, observed Dr. Coffin, was by the multiplying of the number of persons times the impact per person.

But, he said, there's no meaningful comparison because "I seem to detect that my print-media friends are spending their time these days on two quite different efforts: one, banging away at tv; and, two, devising ways to produce ever larger and larger audience-only figures."

And, Dr. Coffin continued, the attack on tv shows the "very intensity of their [print media] concern betrays their evaluation of the depth of impact of our medium."

Dr. Coffin took issue with magazine and newspaper audience claims which include anyone who even looked into any part of a printed issue. But tv, he declared, does not include homes tuned for less than six minutes, and if "we followed the lead of the print media" tv would pick up more than three million homes over the total claimed. "In other words, in our effort to be sound and conservative we are throwing away—failing to claim—3 and a quarter million homes (nearly 8 million viewers) which the magazines and newspapers would include under their definition."

Throw-away • He then tweaked the audience with this one: "This throw-away is about equal to the number of readers who note the average full-page ad in *Life*.

Edward MacDonald, director, advertising planning for *Look* magazine, said the total audience size was precisely the

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Baltimore, a City with its Face Toward the Future, has given concrete evidence of FAITH in an Ever-growing Economy by recently approving the New Charles Center, outlined above.

In Maryland Most People Watch . . .

WMAR-TV, channel 2

SUNPAPERS TELEVISION, BALTIMORE 3, MD.

Contact Your KATZ Representative

base on which to measure the advertising vehicle, print or tv, but reminded there was the "reduction factor" in the audience size of commercial. He charged that the print media's claims were understated because ad exposure was based on individuals in print but on households in tv. The inference: What's in the household and who is really watching?

Julius Barnathan, vice president-director of research at ABC-TV, agreed with Dr. Coffin that "impact" was most important, that the print media, "particularly newspapers," have decided "the best defense is a good offense." He attacked the newspaper theme of one never knows who actually views a commercial by citing commercial exposure and recall studies. After delving through the various measurement specifics provided by the research services in broadcasting, Mr. Barnathan came through with the conclusion that tv can provide cost per thousand but "you tell me how to do it for print." His inference: newspapers are not as well measured as tv.

Summit Shaky? • Charles E. Swanson, research manager of the *Saturday Evening Post,* murmured "this summit conference seems to be holding to a disagreement."

He than proceeded to talk about combinations of media or "media mix." He said media must document in full its potential and stressed as "exposure." But Mr. Swanson did not specifically refer to tv, and the net effect being an implication that tv as well as other media must document for the advertiser. As for advertising influence, Mr. Swanson directed attention to the "advertising page." Ignored: tv.

Messrs Coffin, Deckinger and Barnathan explore all-media measure

More sponsors set for baseball season

Further baseball plans were firmed up before the season officially opened this past weekend.

For the 12th consecutive season, WGN-TV Chicago is airing local White Sox and Cubs home telecasts, with Theodore Hamm Brewing Co. (Hamm's beer) and Oklahoma Oil Co. as cosponsors. Agencies: Campbell-Mithun for Hamm's and Needham, Louis & Brorby for Oklahoma. Hamm's now is in its seventh year of Chicago telecasts.

WGN radio will carry all Cubs home and road contests with four sponsors: Phillips Petroleum Co., Bayuk Cigars, Goebel Brewing Co. and Oak Park Federal Savings. Respective agencies: Lambert & Feasley; Werman & Schorr; Campbell-Ewald, and Connor Assoc.

WCFL Chicago will broadcast the complete White Sox radio schedule under sponsorship of Anheuser-Busch for Budweiser beer (through D'Arcy Adv. Co.), General Finance Co. (Gordon Best Co.), General Cigar Co. for White Owls (Young & Rubicam) and Interstate Bakeries Corp. for Butternut Bread (Potts-Woodbury).

WCFL also will feed an approximate 25-station White Sox regional network.

WEMP and WTMJ, both Milwaukee, again will share coverage of all Milwaukee Braves' games, numbering P. Lorillard Co. for Old Gold, Kent, Newport cigarettes (through Lennen & Newell), Clark Oil & Refining Co. (Tatham-Laird) and Miller Brewing Co. (Mathisson & Assoc.).

Braves' broadcasts also will be piped to a 30-35 station network. Again, there will be no television permitted, though the Braves' management is considering tv in the early 1960's (CLOSED CIRCUIT, April 6).

Anheuser-Busch Inc. (Busch-Bavarian beer), St. Louis, Mo., GFC Loan Co., and Chevrolet Dealers of Greater St. Louis are sharing sponsorship of the KMOX St. Louis coverage of the Cardinals' 154-game schedule.

The Phillies' games on WFIL-TV Philadelphia are being underwritten by the Atlantic Refining Co., Philadelphia; P. Ballantine & Sons, Newark, N.J.; Bayuk Cigars Inc. (Phillies), and Tasty Baking Co., both Philadelphia.

Marketing seminar plans set by AFA

Applications for the management seminar in advertising and marketing must be in by May 25, Advertising Federation of America said last week in announcing that Emerson Foote, McCann-Erickson senior vice president, would serve as general chairman. AFA is sponsoring the seminar.

Robert Douglass Stuart, advertising consultant, is to be vice chairman and director of the policy-level study group which gathers at Harvard U. July 5-11. Three faculty members of the university's graduate business school will preside at the sessions, with Prof. Martin Marshall, who heads the advertising department, acting as educational director.

Through use of the Harvard case method, top advertising executives and their agency counterparts are to be exposed to the problems of corporate management. Mr. Foote said the seminar's goal is to help develop ". . . ability to look at advertising from the top down rather than from the bottom up."

Attendance is open to 55 qualifying corporate management and advertising agency executives, plus one official from each national media association which applies.

Good old radio time

Soft drinks and summer radio were made for each other.

That was the conclusion reached by Robert V. Coppinger, national account executive of the Radio Advertising Bureau last Monday (April 6) in an address before a joint convention of the Minnesota and South Dakota Bottlers' Assns. in Minneapolis. "Radio is at its best during the hot weather months. and so are you," he said.

Mr. Coppinger maintained that in summer the time spent with radio increases—96.9 million more hours of radio listening during average July week than in similar February time period—while other media experience a downward trend. He said radio's summer gain results from the upsurge in out-of-home listening.

AS
ADVERTISED
ON
WKY-TV

We perform more mergers of people and products than any other television station in Oklahoma.

AS
ADVERTISED
ON
WKY-TV
INSTANT
100% PURE COFFEE
INSTANT
100% PURE COFFEE

Families in the WKY-TV coverage area buy 70% of all the food products sold in Oklahoma.

(More people are *sold* on WKY-TV.)

WKY television

Oklahoma City NBC Channel 4

The WKY Television System, Inc.
WKY Radio, Oklahoma City
WTVT, Tampa-St. Petersburg, Fla.
WSFA-TV, Montgomery, Ala.
Represented by the Katz Agency

WHLI

'THE VOICE OF LONG ISLAND'

Tremendous summer bonus audience

9,000,000
summer visitors

300,000
additional summer residents

plus

1,811,000
regular Nassau-Suffolk residents
(A Major year-round market)

•

SPECIAL SUMMER PROGRAMMING:
news, weather and temperature, traffic, boating, fishing, swimming information

•

WHLI
has the largest daytime audience in the Major Long Island Market (Pulse)

10,000 WATTS

WHLI
AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.

the voice of long island

Represented by Gill-Perna

'Zorro' sells Seven-Up, ABC-TV interviews find

Further evidence of television's cash-register advantages for the advertiser was reported last week by ABC-TV. It released results of a survey showing that Seven-Up, a sponsor of *Zorro*, sells substantially better in homes that watch *Zorro* than in homes that don't.

Conducted for ABC by The Pulse, the study covered 1,500 homes in six major markets with in-home interviewing done while *Zorro* was on the air (ABC-TV, Thursday, 8-8:30 p.m. EST). Seven-Up was the major sponsor that night, AC Spark Plugs the minor. Opposite on the other networks were *Steve Canyon* on NBC and *December Bride* on CBS-TV (*Zane Grey Theatre* was on CBS in Los Angeles because of the repeat pattern on the West Coast).

According to ABC-TV, the survey showed that:

"Of all the homes tuned to *Zorro*, 38% said they used Seven-Up regularly—at least once a week. This compares to 28.4% of *December Bride/Zane Grey's* audience and 30.6% of the *Steve Canyon* homes. Furthermore, *Zorro* homes were the only ones in which Seven-Up had a higher usage score than Coca-Cola (38% vs. 30.8%). In both the *Bride/Grey* and *Canyon* homes as well as the non-viewing homes Coca-Cola outscored Seven-Up.

Proof of Purchase • The interviewers also wanted to know whether the homes actually had Seven-Up on hand. Said the report: "The presence of the sponsor's product in the home shows that a sale has been made. In 21.3% of the *Zorro* homes, Seven-Up was found to be present at the time of the interview (Thursday, prior to the two major shopping days), as compared to 17.8% of the *Bride/Grey* homes and 16.3% of the *Canyon* homes. Only 15.5% of the non-viewing homes had Seven-Up on hand. In addition, as many *Zorro* homes had Seven-Up as Coca-Cola, while the latter beverage outranked Seven-Up in the homes tuned to the other programs as well as in the non-viewing homes."

Of interest to sponsor AC Spark Plugs, the survey found that 85.3% of all *Zorro*-watching homes owned an automobile. The report said this was "relatively the same level of car ownership exhibited by other groups in the study, except for non-viewing homes." Non-viewers were at the bottom of the group, with 78.6% of them owning cars. Ownership among other audiences ranged up to 86.2% in the case of *Steve Canyon*.

Pepsi ad budget up

Pepsi-Cola Co. and its bottlers expect to spend $30 million in advertising this year—about $5 million more than in 1958, its officers estimated at the company's two-day "Ad-orama" meeting in Chicago earlier this month.

Alfred N. Steele, board chairman, and Herbert L. Barnet, president, reported a 160% sales increase since 1950 compared with the 32% boost for the overall soft drink industry. They stressed the need for increased appreciation of advertising in all media and the need for boosting expenditures. Pepsi-Cola spent an estimated $3.1 million—or about an eighth of its budget—in television last year. The Chicago meeting was one of a series of nine regional sessions for bottling officials. Discussions involving mechanics and techniques for making broadcast advertising more effective also touched on point-of-purchase promotion and public relations.

American Dairy media

The American Dairy Assn. merchandising committee will meet late in May to map preliminary plans for 1960

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 126,564,000 people in the U.S. over 12 years of age during the week March 20-26. They spent:

2,074.0 million hours	Watching Television
1,190.4 million hours	Listening to Radio
486.4 million hours	Reading Newspapers
213.5 million hours	Reading Magazines
404.9 million hours	Watching Movies on Tv
132.2 million hours	Attending Movies

These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly "Activity" report, from which these figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of March 1, Sindlinger data shows: (1) 114,011,000 people over 12 years of age have access to tv (90.1% of the people in that age group); (2) 44,558,000 households with tv; (3) 49,201,000 tv sets in use in the U.S.

(Copyright 1959 Sindlinger & Co.)

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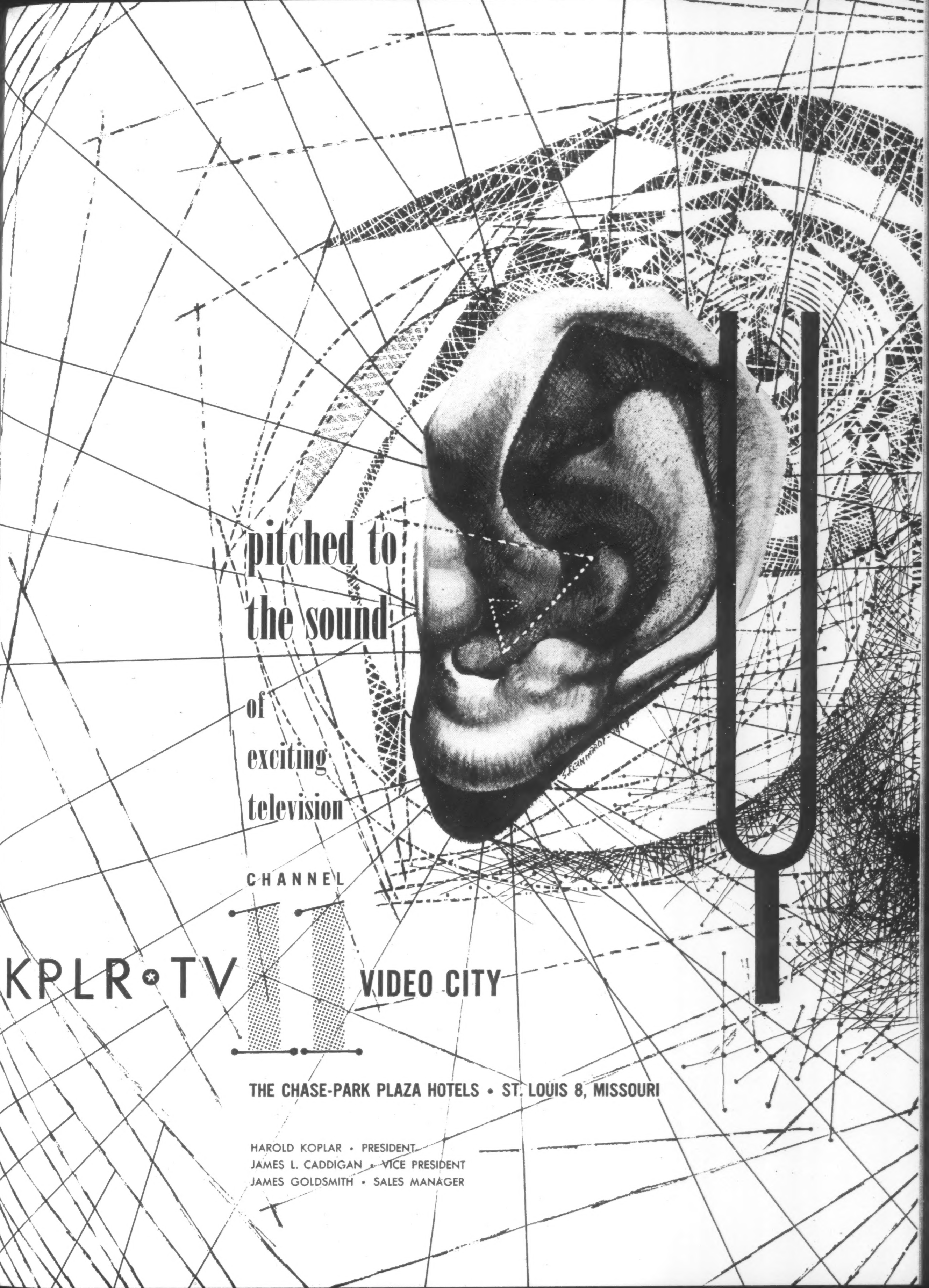

pitched to the sound of exciting television
CHANNEL 11

KPLR-TV VIDEO CITY

THE CHASE-PARK PLAZA HOTELS • ST. LOUIS 8, MISSOURI

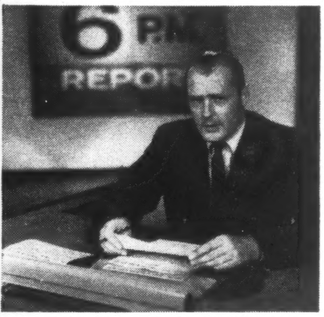
HAROLD KOPLAR • PRESIDENT
JAMES L. CADDIGAN • VICE PRESIDENT
JAMES GOLDSMITH • SALES MANAGER

from its first year...KIRO-TV views the future

The first year of a business often gives the best clues to the future. In this respect, KIRO-TV, on its first anniversary can view the years ahead with great confidence. We count hundreds of thousands of western Washington families as loyal friends . . . and as the population of this great area grows, so will this important audience. We have made strides in important fields of television broadcasting that enable us to serve these families to a greater degree than ever before.

Seattle TV viewers find outstanding movies on Channel 7, KIRO-TV, a direct result of our investment of over a million dollars in top quality Hollywood feature films.

We've developed a host of local personalities, such as the irrepressible J. P. Patches, hero of all Northwest children.



At KIRO-TV you'll also find Seattle's most on-the-go news team operating under the direction of veteran news-analyst Sam Rinaker.

In both equipment and personnel, advertisers enjoy the finest production facilities in Seattle for live commercial telecasts.

At our first birthday party gifts given by the station included six trips to Alaska. They were won by the following people:

Frank Hixson, Central Ticket Agency, Seattle, Washington.
Barry Jackson, Stauffer System, Tacoma, Washington.
Miss Evon Prose, Campbell-Mithun, Minneapolis, Minnesota.

KIRO-TV CHANNEL 7 CBS TELEVISION

SEATTLE-TACOMA

QUEEN CITY BROADCASTING COMPANY

1530 Queen Anne Ave., Seattle 9, Washington

Represented Nationally by Peters, Griffin and Woodward

Sister Station of the Number One Award-Winning Radio Station KIRO product promotion including selection of media.

American Dairy deferred action, at its annual convention in Chicago March 18-19, on the choice of a network tv property to replace its participation in the *Perry Como Show* when its contract expires in September. It is currently scouting properties.

American Dairy Assn. is losing the Como show to a competitor, Kraft Foods Div. of National Dairy Products, which signed a two-year $25 million pact with the personality for his services in the Wednesday 9-10 p.m. time period (BROADCASTING, March 9).

Radio can give movies shot in arm: McLendon

The value of advertising motion pictures on radio-tv was stressed by Gordon McLendon, president of McLendon Corp. (station and theatre properties), in an address to the United Theatre Owners Assn. in Kansas City, Mo.

In describing how it can be done, even in small towns, Mr. McLendon told of an exhibitor in Stephenville, Tex. (population 8,000), who arranged to show the movie "Perfect Furlough" for $300 flat rental on the understanding he would put on an extensive publicity campaign. The exhibitor used 85 radio spots at a cost of $85. In four days the movie grossed $1,174, Mr. McLendon said. The same theatre played "Glenn Miller Story" without radio ads and grossed $880, he added.

The McLendon Corp. has been able to judge the results of movie publicity by using spots on McLendon's KLIF Dallas to promote movies at the company's local movie house, the corporation's president said. They first experimented with giving a second chance to an art feature that had "died a slow death on its first run," he said. The second time around, with radio promotional help, the movie did seven times its first-run business. Mr. McLendon added that other box office records were broken by using KLIF to promote the theatre's movies.

Mr. McLendon said that his stations are working with the imagery-transfer technique. Copy used in radio spots for movies demands the creation of an image in listeners' minds. "No picture can be put upon a television screen, no advertisement in a newspaper, can paint a picture as vividly as the one human imagination can paint upon the human mind," Mr. McLendon said. He told the theatre owners that "in many metropolitan cities, only 70% of homes subscribe to any daily newspaper. That means that if you use newspaper alone, you automatically miss 30% of these homes. . . . Yet over 98% of these homes have radio."

'Verboten' story

Backing up Gordon McLendon's advice to the United Theatre Owners to use radio to promote movies (this page), comes a report from Detroit crediting nearby CKLW-AM-TV Windsor, Ont., with the box office success of RKO's "Verboten." Advertising for the movie in the area was carried almost exclusively by the CKLW stations.

Receipts of $20,283 for the movie's first week and about $12,000 for the second week were counted. The theatre manager said, "It is my belief that the concentration of advertising on CKLW-AM-TV was directly responsible for the wonderful public response to our picture."

Propaganda war report given Hollywood admen

Russia is out-advertising the United States 100 to 1, Bill Rea, manager of KUDU Ventura, Calif., told the Hollywood Advertising Club at its meeting last week. On the other hand, the U.S. spends 20 times what the U.S.S.R does to help the rest of the world, he said. Mr. Rea urged admen to press for a bigger government budget to tell others about America.

Mr. Rea used last year's World's Fair in Brussels to illustrate the difference between the U.S. approach "that as a powerful, rich nation, we should not boast of our accomplishments" and that of Russia, which was to show the best and latest of everything from silks to satellites. The U.S. building was like a museum, beautiful but largely empty, at least at the time of his visit in the spring, Mr. Rea reported, whereas the Russian building was like a huge department store, jampacked with manufactured articles, most of them for sale at low prices.

The impression of Russia as a land of up-to-date plenty is not a true one, Clyde Wallichs, owner of Music City, Hollywood record and musical instrument store, stated. A visitor to Russia last year, Mr. Wallichs said television is at least 10 years behind that in the U.S., with little of the modern equipment displayed at the fair; phonograph records are "not bad but not good and certainly not hi-fi"; a portable radio is selling for $87.50 in Russia that "we wouldn't try to sell for $15 in our store."

Rambler agency gears for local advertising

Dealer groups and associations handling the Rambler car are expected to use more radio and tv as a result of the new Detroit advertising service department organized by Geyer, Morey, Madden & Ballard Inc., New York, agency for Rambler and all other divisions of American Motors Corp.

Neal Nyland, vice president and board member of GMM&B, is in charge of the operation based in Geyer's Detroit office (see FATES & FORTUNES, page 84).

Full agency services for local and regional advertising will be offered to the dealers as individual accounts, with support from the Geyer automotive account staffs in Detroit and New York. The agency cited a trend toward more intensive local advertising and pooling of dealer forces for greater impact in their own markets as reasons for the new function. National advertising for Rambler, including network radio and tv, will continue through GMM&B in New York.

Faith in advertising urged by Fred Manchee

"Be sure you understand and believe in business and in advertising, the voice of business," advised Fred Manchee, retired BBDO executive vice president and author of *The Huckster's Revenge*. The counsel was offered college advertising seniors Thursday (April 9) at the ninth annual Inside Advertising banquet in

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week April 2-8 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., April 2	Playhouse 90 (9:30 p.m.)	CBS-TV	28.5
Fri., April 3	Person to Person (10:30 p.m.)	CBS-TV	25.5
Sat., April 4	Perry Como (8 p.m.)	NBC-TV	28.5
Sun. April 5	Loretta Young (10 p.m.)	NBC-TV	23.0
Mon., April 6	Oscar Awards (10:30 p.m.)	NBC-TV	47.4
Tue., April 7	Rifleman (9 p.m.)	ABC-TV	26.8
Wed., April 8	Wagon Train (7:30 p.m.)	NBC-TV	31.5

Copyright 1959 American Research Bureau

New York. Co-sponsored by the Assn. of Advertising Men & Women and The Advertising Club of New York, the banquet climaxed a week of instruction and entertainment for 65 students, who also received graduation certificates at the banquet.

Mr. Manchee, in outlining a five-point program for young people in advertising, added that "too many people in advertising . . . give it only lip service." He called on the students to "be quick to defend against ridiculous and unfair charges of business and advertising," citing charges that "advertising is wasteful, increases the cost of goods and is sinful because it creates wants." He said deficiences can be corrected through greater vigilance by media groups and associations. Mr. Manchee also called on the ad industry to undertake a positive public relations program to tell the public basic, economic truths about advertising and business.

du Pont fibers set for new CBS-TV show

If the parent company finds network tv good enough for its institutional "image," the medium ought to be a powerful salesman for one of the company's departments.

This appeared last week to be the decision at E. I. du Pont de Nemours & Co., Wilmington, Del. Parent du Pont is sponsor of the *Show of the Month* on CBS-TV, which continues next fall. And from Wilmington came the announcement: another show for the fall, also on CBS-TV, will be sponsored by the textile fibers department.

The program is a new weekly film series given the working title of the *June Allyson Show*. Production of 52 weekly presentations has been set via Four Star Productions, Hollywood, with which Miss Allyson's producer husband (Dick Powell) is associated. The series is a dramatic anthology of contemporary America with Miss Allyson as hostess and will occupy the Monday, 10:30-11 p.m. position in the CBS-TV fall schedule.

Du Pont's textile fibers unit cannot be described as a stranger to network tv, however, since it has dabbled in participation shows. But the new signing represents a boost in du Pont money to network tv.

BBDO, New York, handles both the *Show of the Month* and the new series.

Tv commercial job tough for old brands

"It gets harder and harder to produce a significant change in readiness to buy as a brand gets better and better known," according to Dr. William D. Wells, head of the methods development unit of Benton & Bowles, New York, who spoke Thursday (April 9) to the New York chapter of the American Marketing Assn. on his experimental work in measuring effectiveness in tv commercials. Dr. Wells developed a scale to study the readiness-to-buy effect of tv commercials and in his talk described the uses of the scale.

A 10-step attitude scale covers a range from complete readiness to buy ("I am going to buy some right away") to complete unreadiness to buy ("If somebody gave me some, I would give it away just to get rid of it"). The respondent is presented with a list of brands on which he assigns the number of the statement which best exemplifies his attitude toward it. Attitude changes are studied by repeat questionnaires some months after the first reading. The measuring device was subjected to various checks for validity.

Almost all of the really large changes shown in these experiments were associated with brands which had been on the market less than two years, and most of the smallest changes were associated with old, established brands, Dr. Wells said. A final implication he cited is that meaningful differences in effectiveness of tv commercials are likely to follow only from radical changes in treatment or theme.

SP can tell, but not necessarily sell

Subliminal experiments conducted by Indiana U. and WTTV (TV) Indianapolis have led to these conclusions: subliminal devices possess the ability to communicate, but do not have persuasive powers.

The first test, designed to measure the communications possibilities of subliminal devices, found that persons participating in the experiment made correct identifications of five abstract symbols superimposed over a televised motion picture in 34% of the 103 trials conducted. Conductors of the experiment, Robert Petranoff and Melvin L. De Fleur, said these results are "significantly greater than the chance expectation (of 20% correct)."

To determine persuasive powers of subliminal devices, the experimenters conducted a series of weeklong tests on the general public; using the week-night 8-10 p.m. feature motion picture program of WTTV and the 15-minute news program featuring Frank Edwards which follows.

In the first week, subliminal devices suggested to listeners that they buy a certain food product. Sales of the product increased a negligible one percent, indicating that a subliminal message alone has no measureable effect.

In subsequent weeks, subliminal stimuli were used on the motion picture program, in combination with ordinary sales messages for the same food products as "Tv Specials" on the Frank Edwards news show. Here, substantial effects resulted as sales increased from 282% to over 500%.

However, food products advertised as "Tv Specials" without the aid of subliminal devices showed even more dramatic results as sales increased from 1,802% to over 3,300%.

The experimenters state "We must conclude that the large increases in sales of food products which occurred, were solely due to the ordinary advertising techniques involved in those treatments. In terms of persuading an audience to purchase several standard food items, subliminal persuasion failed completely to produce any noticeable results."

Stating that the "act of going to a store and purchasing specific food items may be regarded as relatively complex," the experimenters next gave consideration to an extremely simple action—that of remaining tuned to WTTV for the 10 p.m. news. The subliminal suggestion that viewers "Watch Frank Edwards" required that the audience member remain passively in front of his set and continue viewing WTTV.

However, a two-week subliminal effort to boost the size of Mr. Edward's audience caused the program to suffer a slight rating decline.

On the basis of their experiments, Messrs. Petranoff and De Fleur suggest that "the current controversy with regard to the ethics of subliminal persuasion may be a controversy without a factual issue. Subliminal phenomena are apparently little more than interesting effects which can be produced under laboratory conditions or in classroom demonstrations. . . . Those who have feared subliminal persuasion as insidious devices, by means of which defenseless people can easily be led to respond to suggestion, are probably more concerned than the facts warrant. Subliminal messages apparently have less persuasive power than ordinary messages which are perceived at the level of awareness. In fact, if the present experimental evidence is a reliable criterion, subliminal persuasion has no power at all."

SAVE YOUR CONFEDERATE MONEY, BOYS

It doesn't spend in the economic state of Ark-La-Tex any more. But Uncle Sam's greenstuff is crossing counters with growing alacrity.

Last year's recession was never felt here. *Shreveport,* capital of the Ark-La-Tex, was among the *ten best cities in the nation economically.**

Sitting atop some of the most valuable oil and gas reserves in the nation, serving as one of the most important distribution centers in the Southwest, with widely diversified industry and agriculture . . . the Ark-La-Tex maintains a handsome growth and healthy economy.

Yes, there's *money in motion* in Shreveport, and that which is designated for television advertising usually finds its way to KSLA-TV.

*Rand McNally's Business Trend, May, 1958

Confederate Money and Bank courtesy of Pioneer Bank and Trust Co.

KSLA TV

CBS *channel* 12 *shreveport, la.*

* November, 1958 ARB

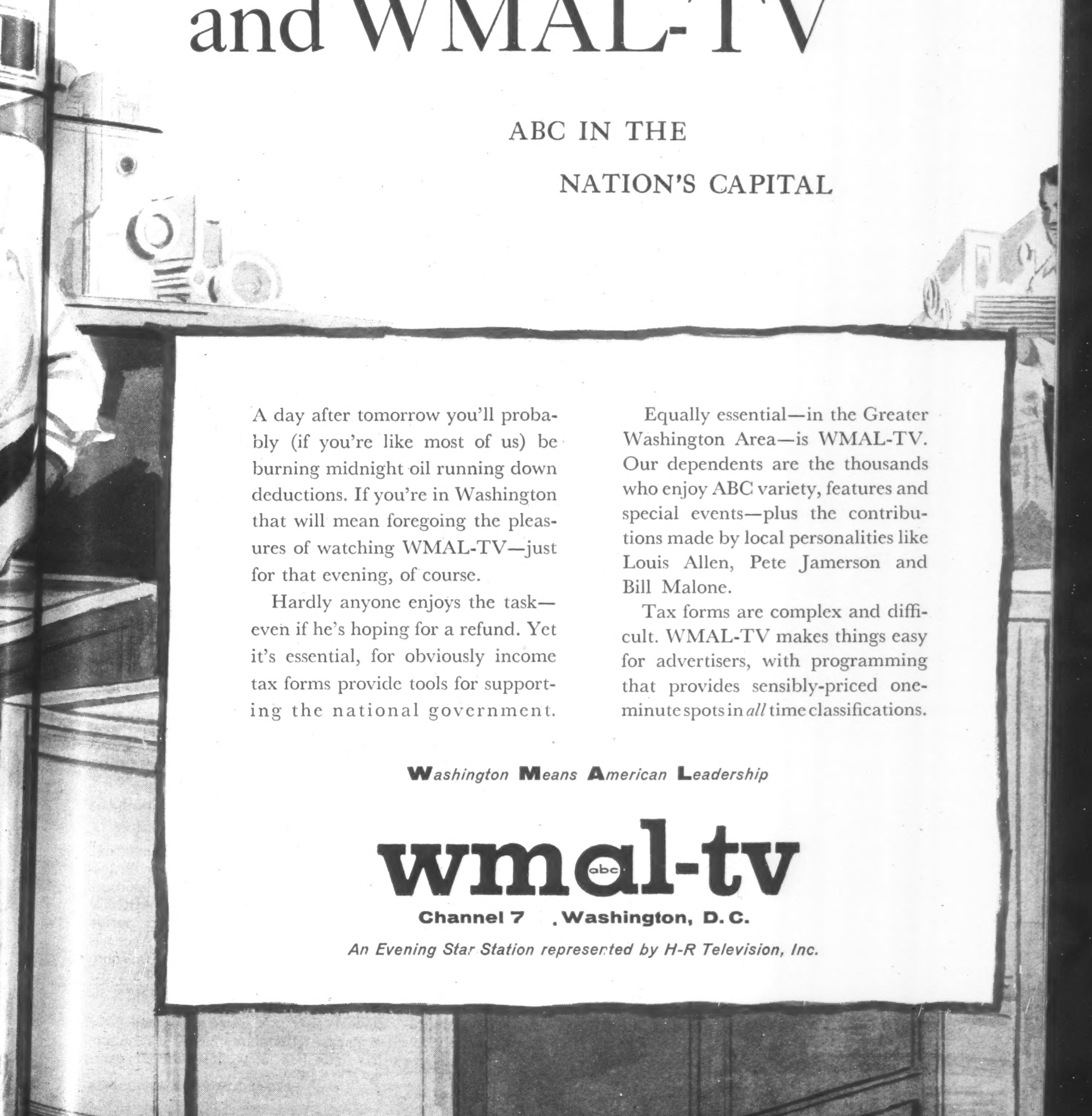
Represented nationally by: HARRINGTON, RIGHTER and PARSONS, INC.

1040
TAX
FORMS
RUSH

LOCAL PRODUCTS:

Income Tax Forms... and WMAL-TV

ABC IN THE
NATION'S CAPITAL



A day after tomorrow you'll probably (if you're like most of us) be burning midnight oil running down deductions. If you're in Washington that will mean foregoing the pleasures of watching WMAL-TV—just for that evening, of course.

Hardly anyone enjoys the task—even if he's hoping for a refund. Yet it's essential, for obviously income tax forms provide tools for supporting the national government.

Equally essential—in the Greater Washington Area—is WMAL-TV. Our dependents are the thousands who enjoy ABC variety, features and special events—plus the contributions made by local personalities like Louis Allen, Pete Jamerson and Bill Malone.

Tax forms are complex and difficult. WMAL-TV makes things easy for advertisers, with programming that provides sensibly-priced one-minute spots in *all* time classifications.

W*ashington* ***M****eans* ***A****merican* ***L****eadership*

wmal-tv

Channel 7 . Washington, D. C.

An Evening Star Station represented by H-R Television, Inc.

KOBY is the No. 1 Record IN SAN FRANCISCO

There's a great new record in San Francisco . . . and it's KOBY! This record gives KOBY the *highest average share . . 6 a.m.-midnight*—15.0 (From January February Pulse).

KOBY is the top San Francisco seller, with an audience that *buys* and *buys! 10% discount when buying KOBY and KOSI, Denver!*

After July, when in Denver, stay at the Imperial Motel, 1728 Sherman—downtown.

KOBY 10,000 Watts in San Francisco

See Petry and make your own sales record with KOBY!

For Greenville, Miss.—**WGVM**

Mid-America Broadcasting Co.

IMN·PACT

WITH THE INTER MOUNTAIN NETWORK

THE BIGGEST MOST COMPRENSIVE PULSE* STUDY EVER MADE IN THE INTERMOUNTAIN WEST**

PROVES

KALL

Salt Lake City, IMN Flagship

IS FIRST!!

IN SALES TOO!!

* 45 Markets—7 States

** Ask your Avery-Knodel Man for your copy.

The Nation's Most Successful Regional Network

HEADQUARTERS • SALT LAKE CITY • DENVER

Contact Your Avery-Knodel Man

Hawaii retail theme to include radio-tv

"Live Hawaiian! It's a Way of Life" is the theme selected for the first nationwide spring and summer sales promotion in the 10,400 member stores of the National Retail Merchants Assn. Details of the drive to promote merchandise for casual living were announced by Edward F. Engle, manager of the sales promotion division of NRMA.

Merchants will be expected to utilize both radio and television advertising, Mr. Engle said. Stores will be using tv to tie in with national publicity, according to Howard P. Abrahams, vice president of Television Bureau of Advertising, who said the bureau will send suggestions for increasing sales to its member stations. Mr. Engle reported similar support will be forthcoming from Radio Advertising Bureau.

Publisher on the air

Pennington Press, a new Chicago book publisher and a division of Merrick Lithograph Co., Cleveland, has launched a test radio-tv campaign in Chicago and expects to follow suit in Cleveland, Boston, Los Angeles and San Francisco. The complete advertising drive includes billboards, car cards, newspapers and magazines. It is being handled by William Henricks Adv., Chicago. The company bought participations in *Storyteller* and three-week sponsorship of *Lunch Time Theatre* on WGN-TV Chicago and announcements on *The Brickhouse-Hubbard Show* on WGN Radio.

Sponsor good will

Sponsorship of tv "specials" apparently creates good will for the advertiser. A survey on the relationship between program type and sponsor image, undertaken by Schwerin Research Corp., New York, shows that specials scored about 50% higher than the average of all half-hour weekly nondramatic shows in gaining increased viewer approval of the sponsor.

These findings are incorporated in the March SRC "Bulletin," distributed last week. Schwerin reported that dramatic specials were slightly more influential than musicals, and documentary and public service programs gained "very strong approval for their sponsors."

• Business briefly

Time sales

• Lever Brothers Co., N.Y., is new sponsor for *The Jack Benny Show* and *The George Gobel Show* (BROADCASTING, March 30) which will alternate Sundays, 10-10:30 p.m. EDT, starting Sept. 27 on CBS-TV. Mr. Benny has had a CBS-TV show since 1950. Mr. Gobel will be switching networks after five years with NBC-TV. Lever's agency: J. Walter Thompson.

• Jeris (hair tonics) has scheduled the largest spot radio campaign in the firm's history, beginning May 4, and running a minimum of 26 weeks, throughout the South. Featured will be Jeris Antiseptic hair tonic and Jeris hair oil, the company's two biggest sellers. Agency: Kastor, Hilton, Chesley, Clifford and Atherton Inc., New York.

• U.S. Steel Corp., Pittsburgh, has renewed its *Steel Hour* series for the 1959-60 season on CBS-TV. Produced live by the Theatre Guild, *Steel Hour* will continue to alternate with *Armstrong Circle Theatre* on Wednesdays, 10-11 p.m. EST. Agency for U.S. Steel is BBDO, N.Y.

• Ralston Purina Co., St. Louis, Mo., will sponsor *High Road* (ABC-TV, Sat., 8-8:30 p.m.), next fall. The new travel-adventure series will be in place of *Bold Journey* which the company now sponsors. Agency: Guild, Bascom & Bonfigli, San Francisco.

• State Farm Insurance Cos. through Needham, Louis & Brorby, Chicago, is participating in sponsorship of the CBS-TV *Game of the Week* which began Saturday (April 11), 2 p.m. EST to conclusion. The sponsor is using Broadway stars in filmed commercials which tie in both copy and art with its print media campaign. Film producer: Van Praag Productions, N.Y.

• Mars Inc. (candy), Chicago, will sponsor *Broken Arrow* when its returns to ABC-TV Oct. 11 (Sun., 4:30-5 p.m.). *Arrow* has been part of ABC-TV's Tuesday evening programming this season and last. Agency for Mars: Knox Reeves Inc., Minneapolis.

• Campbell Soup Co., Camden, N.J., and Johnson & Johnson, New Brunswick, N.J., have signed as co-sponsors for *The Donna Reed Show* on ABC-TV next season in a new time period (Thurs., 8-8:30 p.m. EST). Agencies are Young & Rubicam, N.Y., for Johnson & Johnson and BBDO, N.Y., for Campbell Soup, which goes into its second season with the show.

• Pacific Telephone, San Francisco, has launched a tv institutional campaign using six evening spots weekly in Los Angeles and San Francisco, four a week in Portland and San Diego. BBDO, San Francisco, is agency.

- Western Airlines is using about 75 spots a week in Los Angeles and the same number in San Francisco in a spring radio campaign for its air coach service. Copy is in a humorous vein, featuring the "relaxed bird" which is Western's symbol on tv. Spots were placed on eight stations in L.A. and five in San Francisco by BBDO, L.A.

- Walter N. Boysen Co. (paint), Oakland, Calif., on April 7 started 26-week sponsorship of *Frank Goss News* on 22 stations of Columbia Radio Pacific Network, 5:45-5:55 p.m. on a Tuesday-Thursday-Saturday, Monday-Wednesday-Friday, alternating week basis. Agency: Reinhartt Adv. Inc., Oakland.

- W. F. Schrafft's & Sons Corp. (candy), N.Y., comes to network tv April 24. There will be participations on NBC-TV's *Jack Paar Show* occurring sparsely until September, becoming more concentrated for the year-end holiday season. Agency: Richard K. Manoff Co., N.Y.

- Jacob Ruppert Brewery (Knickerbocker beer), N.Y., has launched an extensive spot radio-tv campaign in New York, Connecticut, Massachusetts, Vermont, Rhode Island and Maine, using 19 tv stations and more than 100 radio stations. Length of the campaign is indefinite, according to Ruppert spokesman. Agency: Compton Adv., New York.

- *The Dinah Shore Chevy Show* (NBC-TV, Sun. 9-10 p.m.) has been renewed by its automotive sponsor. Covering a 52-week period beginning in October, the agreement includes the *Chevy Show*, on which other entertainers substitute for Miss Shore occasionally during the regular season and throughout the summer. Chevrolet's agency: Campbell-Ewald.

- Coca-Cola Bottling Co. of Los Angeles last week launched a six-week $125,000 introductory campaign for Bubble-Up, 16-oz. bottled lemon-and-lime drink, which is promoted as "bigger than king size." Saturation schedules are running on three tv and 12 radio stations. Carson/Roberts, L.A., is the agency.

- Fun Bilt Toys, L.A., is introducing a new item for children, Clay Doodle, in New York and Los Angeles, using live participations in *Terry-Toon Circus* on WOR-TV and *Little Rascals* on WABC-TV, both New York, and *Little Rascals* on KHJ-TV and *Chucko's Cartoons* on KABC-TV, both Los Angeles. The

RCA's
NEW
SOUND
TAPE
RCA
full frequency
magnetic recording
sound tape
high fidelity, high output
PROFESSIONAL
FOR USE

for broadcast recording applications!

On splice-free Mylar* or acetate bases, *RCA Sound Tape* is a premium quality product designed for critical broadcast recording applications. Famous RCA dependability provides freedom from worry over drop-outs, distortion, and the loss of air time. Dimethyl silicone, a built-in dry lubricant, reduces friction and head wear *for the life of the tape.*

For ability to record full frequency response...for complete dependability...for broadcast recording applications, *RCA Sound Tape* is the name to remember.

You can order *RCA Sound Tape* from your local Authorized RCA Distributor. Call him today.

*DuPont Reg. TM

RADIO CORPORATION OF AMERICA
Electron Tube Division **Harrison, N. J.**

eight-week campaign is placed by Frank Moreland Adv., La.

• Procter & Gamble, Cincinnati, will go for its sixth consecutive season as sponsor of Ralph Edward's *This Is Your Life* on NBC-TV (Wed., 10-10:30 p.m. EST). Continuing in the same time period for 1959-60, the program has been sponsored in full by P&G since 1956 and was co-sponsored by the firm 1954-56. Agency: Benton & Bowles Inc., N.Y.

• The *United States Steel Hour* (CBS-TV alternate Wed. 10-11 p.m.) has been renewed for next season through BBDO, N.Y.

• Bulova Watch Co., N.Y., has signed for four nighttime programs on NBC-TV, sponsoring *M-Squad* (Fri., 9-9:30 p.m.) on five alternate weeks, starting last week (April 10); one-third of *Cimarron City* (Sat., 9:30-10:30 p.m.) on four dates between April 11 and May 30; *NBC News—The Huntley-Brinkley Report* (Mon.-Fri., 6:45-7 p.m.) on four alternate Mondays, starting today (April 13) and *The Bob Cummings Show* (Tues., 9:30-10:30 p.m.) on three alternate weeks, starting May 12. Agency: McCann-Erickson, N.Y.

Agency appointments

• Medomack Canning Co. (One Pie pie filling and Bird's creamed products), Rockland, Me., names Charles F. Hutchinson Inc., Boston. Campaigns to introduce new products are in the planning stage.

• Heifetz Pickling Co.. St. Louis, appoints Weintraub & Assoc., St. Louis. The account is using spot tv.

• Pharma-Craft has shifted its Coldene stick chest rub back from Cunningham & Walsh to J. Walter Thompson. Just last September the account went from JWT to C&W.

• Volkswagen of America Inc., Englewood, N.J., to Doyle Dane Bernbach Inc., N.Y., for U.S. advertising of its passenger cars. The account formerly was at J.M. Mathes Inc., N.Y., which handled both cars and trucks. Fuller & Smith & Ross, N.Y., has been awarded the truck portion. Size of the billing and the media to be used are still undetermined.

• MacManus, John & Adams, N.Y., named to handle $1 million in U.S. Air Force, previously at Erwin Wasey, Ruthrauff & Ryan. The account is put up for solicitation each year; MJ&A reportedly was chosen from some 100 agencies who sought it.

• The Friendly American Hardware & Houseware Stores, with 408 outlets in New York, New Jersey and Connecticut, appoints the Getschal Co. N.Y. An estimated 85% of Friendly's budget is in local tv.

Eavesdropping

Women's unmentionables—well exposed on tv—also will get multiple mention on network radio this spring. A. Stein & Co., Chicago (Perma-lift self-fitting and Double Date bras, Magic Oval panties), through Cruttenden Adv. there, has bought a schedule of seven 30-second spots each weekend on NBC *Monitor* for four weeks beginning April 25. Radio spots allow the listener to eavesdrop on the telephone conversation of a corset department salesgirl giving a prospective customer the answer to her problem of the girdle "that keeps creeping up." Local stores are buying 10-second ID tags. Radio drive is being supported by newspaper and magazine ads.

• Super Concrete Emulsions Ltd. (wall paints), L. A., appoints Boylhart, Lovett & Dean, L. A.

• American Home Foods Div. of American Home Products Corp. assigns BBDO, N.Y., a new product line: mashed bananas under the Chiquita label. American Home Foods in an arrangement with United Fruit Co. will have exclusive U.S. and Canadian sales and distribution of the product.

• Also in advertising

• A bundle of transcribed radio endorsements by 15 baseball players from nine major league teams has been gathered for this year's Sport Spots series. It consists of 15-20-second "open-end" endorsements to be used as part of one-minute commercials for local or regional advertisers. Categories covered are bread, tires, milk, banks, automobiles and soft drinks, with 60 different favorable comments available in each. Sales are limited to two categories in one market. Harry S. Goodman Productions, New York, said to have placed the series on 117 stations last year, will again be sole distributor.

• Richard S. Mulford Assoc. Inc., Beverly Hills, Calif., a new advertising agency, has been organized by Mr. Mulford. He formerly was head of Desilu Production's Commercial Div. Office: 205 S. Beverly Dr. Telephone: Crestview 5-0454.

• Ridgway Adv. Co., St. Louis, announces the opening of a Memphis (Tenn). branch in the Joyner-Rembert Bldg., 3340 Poplar Ave. The office is under the joint management of Ruth Taylor, Jan Gardner, both formerly of Time & Copy, Memphis radio agency, and W.L. Chesman, a former vice president of Erwin Wasey (now Erwin Wasey, Ruthrauff & Ryan) Adv., New York.

• Garfield Advertising Inc. and Hoffman Advertising, both San Francisco, have merged to form Garfield, Hoffman & Conner Inc. Sidney Garfield is chairman of the board, Robert P. Hoffman is president, and Alan Conner, executive vice president of the Garfield agency, continues in that capacity for the new firm. Address: 301 Broadway; telephone: Garfield 1-0575.

• Erwin Wasey, Ruthrauff & Ryan Inc., N.Y., has closed its Cincinnati office because of the strictly local nature of accounts. John L. Magro, former v.p. and manager of the office, will open his own agency to handle EWR&R's accounts, including Candle-Lite Inc., Joseph P. Day of Ohio Inc., Kenton Pharmacal Co., Netherland-Hilton Hotel, Terrace-Hilton Hotel and Steelcraft Mfg. Co. The new firm will serve as corresponding agency for EWR&R in Cincinnati area, it's reported.

• The Bresnick Co., Boston advertising agency, is in new offices at 334 Bolyston St., Boston 16, Mass.

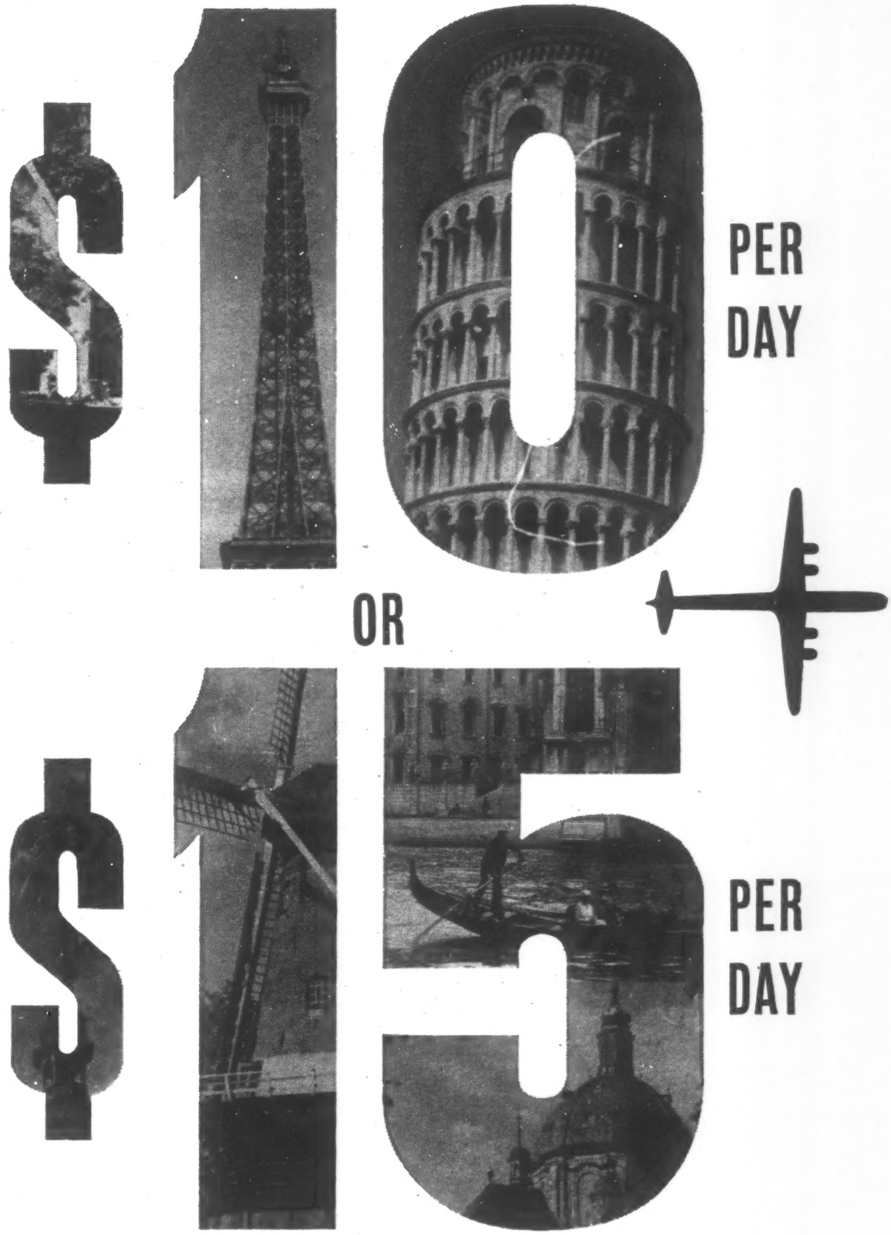
• Advertising Research Foundation Inc., New York, has revised its by-laws to admit local advertisers, agencies and media to membership. Formerly only organizations which operated nationally or regionally could join ARF. The amendment is one of several incorporated into ARF's revised by-laws which have been included in a 16-page booklet available on request by writing to ARF, 3 E. 54th St., New York 22, N.Y.

• Guenther-Bradford, 74-year-old Chicago agency, moves from 15 E. Huron St., to Carbide & Carbon Bldg., 230 N. Michigan Ave.

• Consolidation of New York headquarters staff of Geyer, Morey, Madden & Ballard Inc. has been completed in offices at 595 Madison Ave. An addition of 6,000 square feet to space previously occupied by Geyer agency was required after the Jan. 1 merger of Geyer with Morey, Humm & Warwick Inc.

• Rich, Bryan & Curtis Inc. is a new agency in New York. Its president is Bill Rich. Address: 50 E. 42nd St.; phone: Murray Hill 2-1612.

• O'Grady - Andersen - Gray, Chicago agency, has moved from 720 N. Michigan Ave. to 230 N. Michigan Ave. (Carbide & Carbon Bldg).



THAT'S ALL IT COSTS TO STAY IN EUROPE!

These two new KLM tour plans give you more seeing *and* more saving. For $10 a day (standard hotels) or $15 a day (first class hotels), all Europe is your playground. With 59 cities to visit, your choice of tours is almost unlimited! You'll see the sights you've heard about, and plenty you haven't. It's everything you could want in a trip abroad, for the price of an at-home vacation. Your non-stop KLM flight from New York to Europe is budget-priced, too. Example: visit 6 European cities for just $502.20 round trip. For complete details of these and the many other KLM tours available, mail the coupon.

KLM ROYAL DUTCH AIRLINES
Tour Dept. BT–413
430 Park Avenue, New York 22, N. Y.

Please send me full information on
☐ "10-15" tours ☐ all other KLM tours.

Name________________________

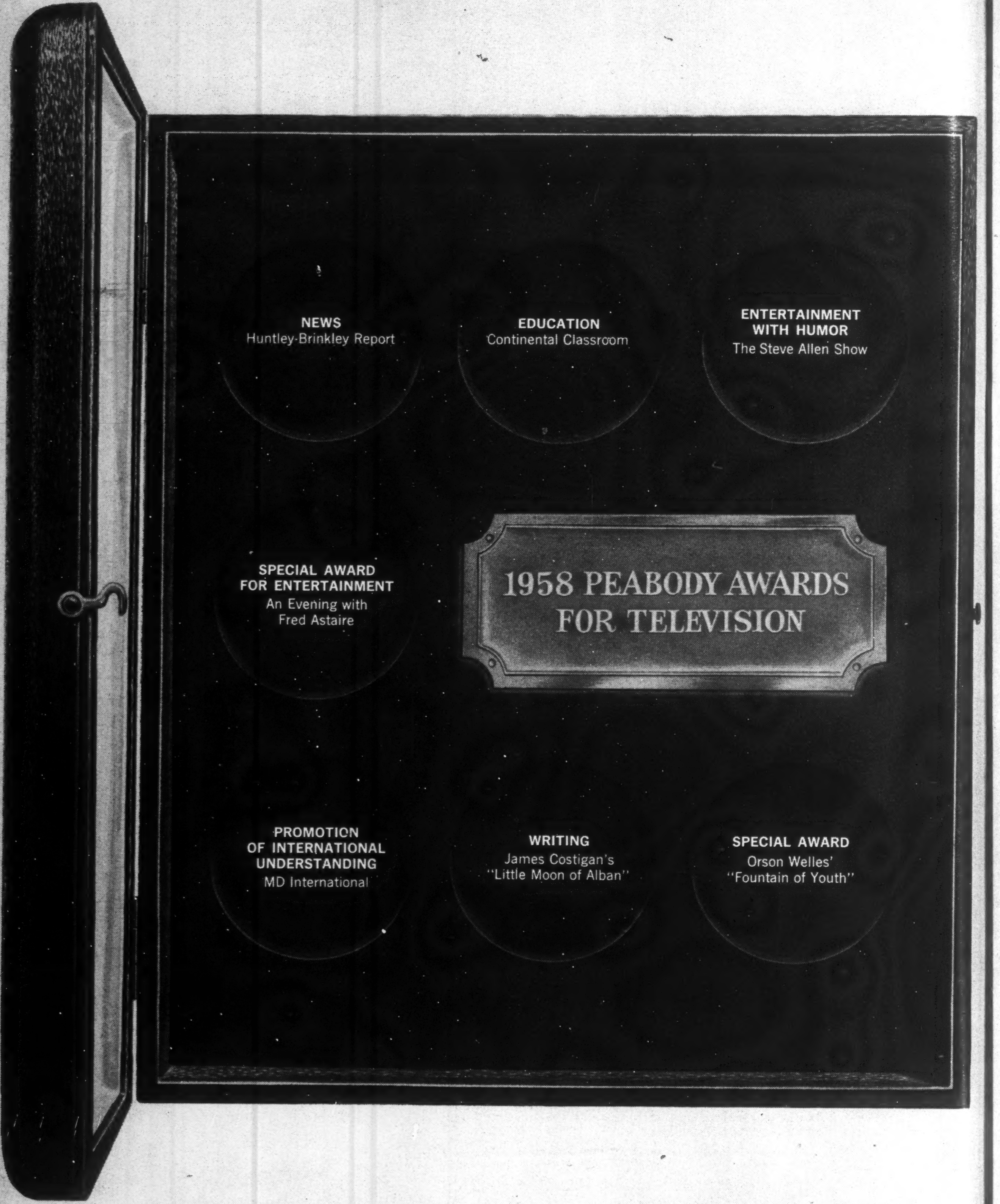
Address________________________

City__________**Zone**____**State**______

My Travel Agent is__________________

40 years
1919-1959

THE WORLD OVER
KLM
ROYAL DUTCH
AIRLINES


NEWS
Huntley-Brinkley Report
EDUCATION
Continental Classroom
ENTERTAINMENT WITH HUMOR
The Steve Allen Show
SPECIAL AWARD FOR ENTERTAINMENT
An Evening with Fred Astaire
1958 PEABODY AWARDS FOR TELEVISION
PROMOTION OF INTERNATIONAL UNDERSTANDING
MD International
WRITING
James Costigan's "Little Moon of Alban"
SPECIAL AWARD
Orson Welles' "Fountain of Youth"

MOST HONORED

GEORGE·FOSTER·PEABODY
LOVER·OF·MEN

...MOST OFTEN !

An important measure of the performance of a television network is the recognition accorded its programming by responsible independent groups with varied interests. NBC has just received seven Peabody Awards for distinguished achievement and meritorious public service – more than the other two networks combined.

So far this year, NBC has also won:

- 13 out of 20 Sylvania Awards
- 15 out of 22 Radio-Television Daily Awards
- 7 out of 14 Look Magazine Awards
- 15 out of 30 first places in Television Today's poll for Fame Magazine
- 10 out of 15 Freedoms Foundation Awards
- 4 out of 9 Christopher Awards
- the only Alfred I. DuPont Network Award (for a news commentator).

Thus 1959 is following the pattern set in 1958 when NBC, its programs and personalities, received more awards than any other network.

These awards span the full spectrum of NBC's programming: drama, news, public service, entertainment, education, music, variety, sports, religion and comedy. In their breadth and diversity they illustrate the basic philosophy of America's first television network: totality of program service, rewarding television for every program taste.

NBC TELEVISION NETWORK

HOLLYWOOD GOES COMMERCIAL

Tv spot flooded with film stars; agencies woo 'names' who like the hours and money

Hollywood stars are putting themselves on the spot—on tv spot, that is.

Motion picture players have been featured in commercials for many years. But during the past television season, the parade of familiar faces pitching for products on the tv screen has multiplied considerably. Why?

A New York talent agent offers this answer: "Agencies and advertisers are becoming more and more 'name-conscious.' And movie actors are becoming more and more available as fewer pictures are made. Even top names are willing to spend a day or two to make commercials. The returns to the big names, and even to the lesser known, can be fabulous."

Sky Limit • The money an actor can earn from a commercial is practically indeterminable. The ordinary performer, for example, operates under the Screen Actors Guild contract with producers, to which advertising agencies sign letters of adherence (see table, opposite). An official of Schwartz-Luskin, New York talent agent, reported that a commercial for a detergent in which a model appeared was used on 10 different programs and she grossed more than $8,000 in four months. On the other hand, a commercial could be produced and then scrapped, and the performer would only be paid the $80 minimum.

The name star generally does not work for scale. The amount he is paid depends largely on the desire of the agency and the demands of the actor. The fees they are paid are never disclosed, but Zsa Zsa Gabor is reported to have received $15,000 for working in a Gillette commercial used four times during the 1958 World Series. Rock Hudson, who appeared in a similar commercial for Gillette, is said to have commanded more than $25,000.

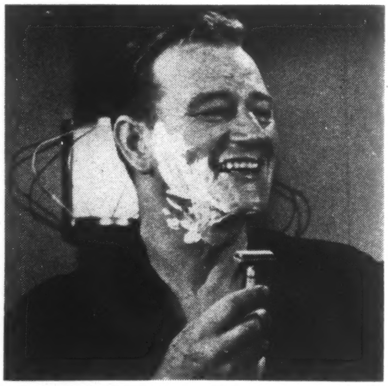
As a matter of protocol, producers rarely, if ever, offer a star the SAG scale. However, producers realize that a substantial sum paid to a star frequently does not exceed the SAG scale, since contracts generally stipulate that the spot may be used over a period of several years for as many as 20 times. Business-wise talent agents are not unaware of this economic fact of life, but the star usually insists on the prerogative of a flat payment.

One exception to the rule: a star who appears in a commercial for a program series in which he is featured often will work for scale. Film program syndicators, thereby, are in a position to sell star-sponsor identification as part of the program package.

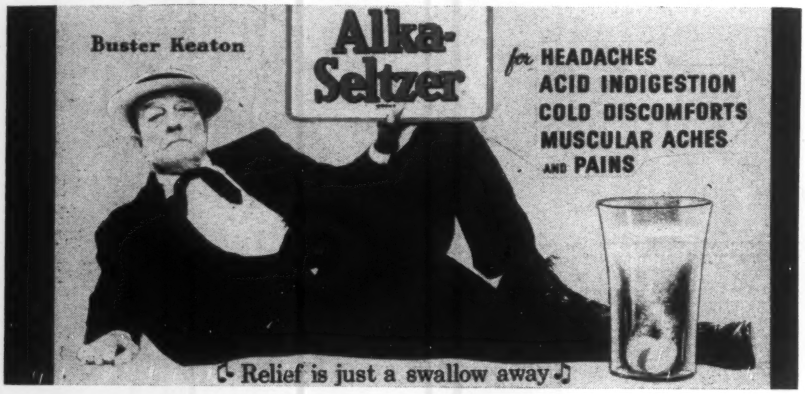
Hidden Talent • Off-camera voice stints often can be "a gold line" for performers. There is a coterie of actors still cashing in on residuals for off-camera commercials made five or six years ago. Hollywood agents single out such artists as Mel Blanc, Art Ballinger, Ed Reimers and Gloria Wood as "extremely well paid" examples of off-camera talent. They normally work for minimum scale but are reported to make as much as $150,000 annually.

A tv film producer, pondering the economic windfall tv film commercials have brought Hollywood performers, suggested that this story might be titled: "Get More Out of Life—Go Out to a Tv Studio."

Mary Astor for Ovaltine (Wander Co., Chicago) through Tatham-Laird, Chicago, filmed by Swift-Chaplin.



John Wayne for Gillette Safety Razor Co., Boston, through Maxon Adv., N.Y., Four Star Films, Hollywood.



Buster Keaton, often described as straight from the Stone Face Age, makes an "emotional" pitch for Alka-Seltzer (Miles Labs, Elkhart, Ind.) through Geoffrey Wade Adv., Chicago. Swift-Chaplin, Hollywood, filmed the commercial.

George Sanders for Halo shampoo (Colgate-Palmolive through D'Arcy, N.Y.; Universal-International Tv, N.Y.

Monty Wooley recommends Gallo port (E&J Gallo Winery, Modesto, Calif.) through Doyle Dane Bernbach, L.A. MPO Productions, N.Y., filmed the spot.

Rock Hudson, Hollywood's number one box office draw, learns how to pitch for the Gillette Safety Razor Co. through Maxon. Four Star Films preserved the moment.

Zsa Zsa Gabor reveals the leg that launched a thousand quips in a commercial for Gillette Safety Razor Co. (women's razors), through Maxon Adv., filmed by Four Star Films.

SAG spot scales

It's not the basic fee ($80 per day performance), it's the rerun money that counts for artists appearing in filmed commercials. The following is a summary of the scale set up in the 1958 contract between the Screen Actors Guild and film studios:

SPOTS

			On Camera	Off Camera
C	Use: 1-5 cities		$80.00	$55.00
	(the first 13 weeks; $45.00 each additional)			
B	Use: 6-20 cities	(each 13 weeks)	125.00	72.50
A	Use: 21-60	(each 13 weeks)	170.00	105.00
AA	Use: 61-125 cities	(each 13 weeks)	220.00	150.00
AAA	Over 125	(each 13 weeks)	260.00	170.00

PROGRAM COMMERCIALS

C	Use: 1-5 cities	(each 13 weeks)	$120.00	$80.00
	($210 for 26 weeks guaranteed and paid for before first use)			
B	Use: 6-20 cities	(each 13 weeks)	170.00	125.00
A	Over 20	(first use)	80.00	55.00
		(each re-use)	55.00	42.50
Advance guarantee of 8 uses in 13 weeks			405.00	295.00
Advance guarantee of 13 uses in 13 weeks			580.00	425.00

AM PROCESSING SHORTCUT READY

FCC adopts deadline cutoff policy in move to eliminate the application merry-go-round that slows down new radio station grants

The FCC thinks it has found the answer to the radio processing merry-go-round.

It has determined that a cutoff policy will be instituted. After the cutoff date, no applications will be accepted that require consolidation with existing applications.

The hope is that this policy will drastically cut the backlog of standard radio applications for new stations and for changes in existing stations.

That backlog stands at 1,010 today, the highest in the history of the federal agency.

The seriousness of the situation was pointed up only last week when the Commission was required to add 17 new applicants to a hearing which already involves 23 applicants. These are the applications for 1550 kc and include the adjacent frequencies, 1540 kc and 1560 kc.

Procedure • The processing line was established for am radio to maintain reasonable fairness in processing applications. Standard broadcast applications cannot be treated singly—they must be processed in conjunction with other applications impinging directly or indirectly on the particular frequency involved.

This has meant that an application might be processed, and just as it was about to be granted or set for hearing, another application was submitted which required a complete re-examination of all the applications.

Here's what the Commission is going to do henceforth, according to its announcement last week:

From time to time it is going to announce the top 50 applications in the processing line. They will be listed in the *Federal Register*. After 30 days from that date, no application will be received which will be considered with these top 50. It may be received, however, and placed at the bottom of the processing line.

Under present rules, an application is entitled to consideration with one already on file if it is filed by the close of business on the day before the prior application is granted or designated for hearing.

The new policy provides that this procedure will be followed as an alternative to the new rule—whichever is the earlier.

This prompted a warning from the FCC that:

"Potential applicants, as in the past, must be guided in their decisions as to filing their applications by the public notices of the acceptance for filing of competing applications and the status of the processing line."

Amended Applications • The Commission also made one further drastic change in its rules (Secs. 1.106 [b1], 1.354 and 1.361 [b]). It provided that where a pending application is amended to change engineering proposals that application will be given a new processing number and placed at the bottom of the processing line.

The first action under the new policy was taken immediately. The Commission last week issued a list of 276 standard radio applications seeking new stations or changes in existing facilities. This list includes the 50 top applications on which nothing has been done, a group of applications which is being processed and another group which has been processed and on which Sec. 309(b) letters have been issued. The 309(b) letter, more commonly known as a McFarland letter, tells an applicant that his application cannot be granted without a hearing, giving the reasons.

In many cases a slight engineering amendment makes it possible to grant such an application. This will now cause the application to be returned to the processing line, but with a new

1 KW DAY OPEN TO CLASS IV'S

FCC says around 1,000 stations, now limited to 250 w, can file for increases in day power

A $5 million horn of plenty has appeared on the horizon for radio transmitter manufacturers.

The FCC last week decided to permit Class IV (local) stations to apply for 1 kw daytime power. And, it's expected that there will be a flood of takers who will be prime targets of the equipment manufacturers.

There are approximately 1,000 Class IV outlets on the six local frequencies. These are now limited to 250 w for both daytime and nighttime operation, in accordance with the North American Regional Broadcasting Agreement. The FCC's action permitting applications for the power boost is effective April 16.

It is anticipated that most of the stations eligible for the power hike will take advantage of the opportunity in order to maintain competitive parity. The increase in power will enable the Class IVs to expand their coverage somewhat and to strengthen their signals within their market areas.

It is estimated that it will cost a 250 watter about $5,000 to buy 1 kw transmitter, revise antenna coupling and make associated changes. This is for non-directional operation.

How It Will Work • Under the amended notes to Sections 3.21 (c) and 3.28 (b) of the FCC rules, Class IV applications for increases will be processed on a case-by-case basis except for two geographical locations. The stations requesting boosts cannot be located within an area 62 miles or less from the U.S.-Mexican border or in an area covering approximately the southern half of Florida, south of 28° north latitude and 80-82° west longitude.

The Commission also last week denied a petition by Community Broadcasters Assn. Inc. for reconsideration of part of last summer's FCC action rejecting the CBA's request for a mandatory power increase for Class IVs (AT DEADLINE, June 2, 1958). The case-by-case method of consideration was adopted at that time, instead.

number which will place it at the end of the line.

This list is reprinted below:

The top 50

(These are the first 50 applications on processing line on which no work has been done.)

BP-12197—NEW, Bibb City, Ga., Bibb City Broadcasting Co. Req: 850 kc, 500 w, DA-1, U.

BP-12198—NEW, Tazewell, Tenn., Claiborne Broadcasting Co. Req: 1430 kc, 500 w, D.

BP-12199—KGFX Pierre, S.D., Ida A. McNeil, Administratrix. Has: 630 kc, 200 w, S.H. Req: 630 kc, 250 w, S.H.

BP-12205—NEW, Houston, Tex., Southern Radio Co. Req: 1070 kc, 10 kw, DA-1, U.

BP-12207—KBRK Brookings, S.D., Brookings Broadcasting Co. Has: 1430 kc, 500 w, D. Req: 1430 kc, 1 kw, D.

BP-12211—KBLI Blackfoot, Ida., KBLI Inc. Has: 690 kc, 1 kw, D. Req: 690 kc, 10 kw, D.

BP-12213—NEW, Jamestown, Ky., Lake Cumberland Broadcasting Co. Req: 940 kc, 10 kw, DA, D.

BP-12214—NEW, Buckhannon, W.Va., Upshur County Broadcasting Co. Req: 1380 kc, 1 kw, D.

BP-12221—NEW, Orangeburg, S.C., Frank B. Best, Jr. Req: 1440 kc, 1 kw, D.

BP-12222—NEW, Madison, S.D., Madison Broadcasters. Req: 1570 kc, 250 w, D.

BP-12223—NEW, Madras, Ore., Jefferson County Broadcasting Co. Req: 900 kc, 1 kw, D.

BP-12226—WITY Danville, Ill., Vermilion Broadcasting Corp. Has: 980 kc, 1 kw, DA-1, U. Req: 980 kc, 1 kw, DA-2, U.

BP-12227—NEW, Clermont, Fla., Duane F. McConnell, Req: 1340 kc, 250 w, U.

BP-12228—WXGI Richmond, Va., Radio Virginia, Inc. Has: 950 kc, 1 kw, D. Req: 950 kc, 5 kw, D.

BP-12236—WPON Pontiac, Mich., Chief Pontiac Broadcasting Co. Has: 1460 kc, 500 w, DA-N, U. Req: 1460 kc, 500 w, 1 kw-LS, DA-N, U.

BP-12240—NEW, Winchester, Va., John Clemon Greene Jr. Req: 610 kc, 500 w, DA.

BP-12241—NEW, Anaheim, Calif., Orange County Broadcasters. Req: 1250 kc, 1 kw, DA, D.

BP-12242—NEW, Presque Isle, Me., Presque Isle Radio Co. Req: 1390 kc, 5 kw, DA-N, U.

BP-12244—NEW, Lafayette, La., General Communications, Inc. Req: 1520 kc, 1 kw, DA-1, U.

BP-12246—WALD Walterboro, S.C., Walterboro Radiocasting Co. Has: 1220 kc, 1 kw, D. Req: 1370 kc, 1 kw, D.

BP-12247—NEW, Ukiah, Calif., Jack L. & Alyce M. Powell, Joint Tenants. Req: 1250 kc, 500 w, D.

BP-12252—KOOO Omaha, Neb., Central Plains Broadcasting Co., Inc. Has: 1420 kc, 500 w, DA, D. Req: 1420 kc, 1 kw, DA, D.

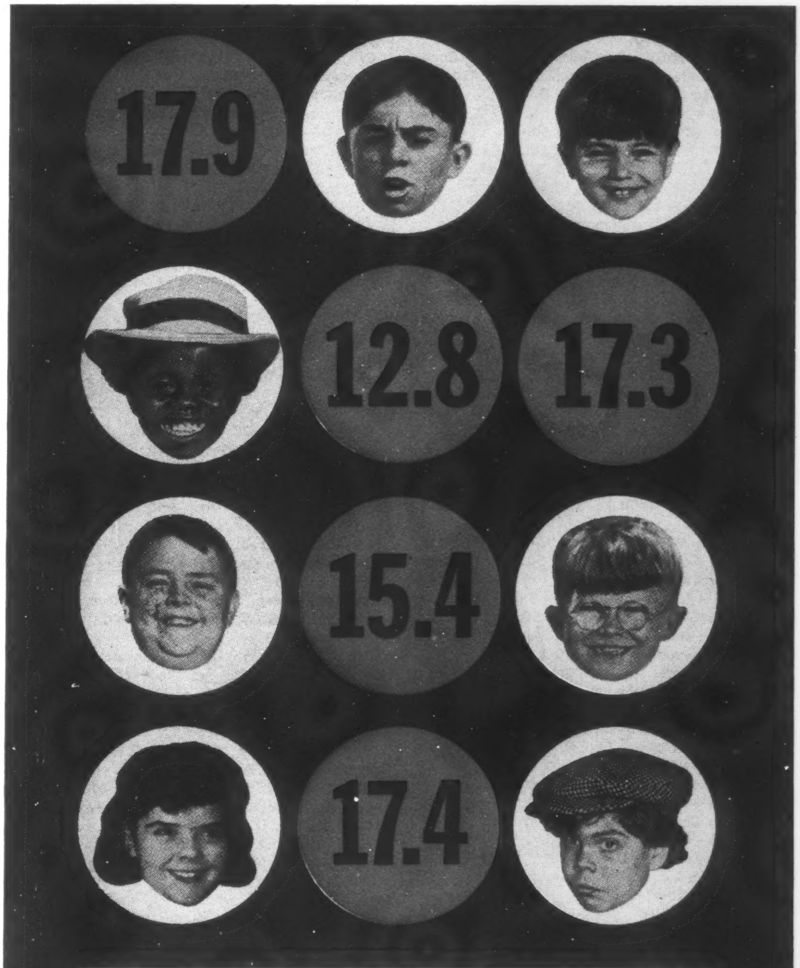
BP-12253—KOWB Laramie, Wyo. Kowboy Broadcasting Co. Has: 1340 kc, 250 w, U. Req: 1290 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-12255—NEW, Nome, Alaska, Arctic Broadcasting Assn. Req: 850 kc, 5 kw, U.

BP-12256—WCMW Canton, Ohio, Stark Broadcasting Corp. Has: 1060 kc, 1 kw, D. Req: 1060 kc, 10 kw, DA-D.

BP-12257—KURY Brookings, Ore., Joseph F. Sheridan. Has: 910 kc, 500 w, D. Req: 910 kc, 1 kw, D.

BP-12258—WVIP Mount Kisco, N.Y., Radio Mount Kisco Inc. Has: 1310 kc, 1 kw, DA-D. Req:



UP... go ratings wherever M-G-M's laff-happy OUR GANG comedies are programmed. In Dayton they top all competing shows with a big 17.9 rating...it's the same story in Spokane, where the "GANGS" get a whopping 15.4... Ft. Worth reports a 12.8 rating... Memphis 17.3...and Nashville 17.4. The OUR GANG comedies make good programming $$$ and sense for your station, too. Get the full story now! Wire or phone

MGM-TV
1540 Broadway N. Y. 36, N. Y.
JUdson 2-2000

NOTE: all ratings taken from recent A. R. B. individual city reports.

Explanation of abbreviations:
D = daytime only.
DA = directional antenna.
DA-1 = directional antenna, same pattern but not necessarily same power day and night.
DA-2 = directional antenna, different pattern day and night with or without same power.
DA-N = directional antenna, night only.
DA-D = directional antenna, day only.
ND = Non directional antenna.
SH = specified hours.
LS = local sunset.
L = limited time with dominant station.
S = shares time with.
U = unlimited time.

1310 kc, 5 kw, DA-D.

BP-12259—WDBY, Delray Beach, Fla., Boca Raton Bible Conference Grounds Inc. Has: 1420 kc, 500 w, D. Req: 1420 kc, 5 kw, DA, D.

BP-12266—NEW, Ellenville, N.Y., Catskills Broadcasting Co. Req: 1370 kc, 500 w, D.

BP-12267—NEW, Lemoore, Calif., Radio Lemoore. Req: 1320 kc, 1 kw, DA-D.

BP-12268—NEW, Laconia, N.H., The Lawrence Broadcasting Co. Req: 1490 kc, 250 w, U.

BP-12283—NEW, Indianola, Iowa, James R. & Barbara J. Roberts, his wife. Req: 1490 kc, 100 w, U.

BP-12284—KTW Seattle, Wash., The First Presbyterian Church of Seattle. Has: 1250 kc, 1 kw, D, S-KWSC Night. Req: 1250 kc, 1 kw, 5 kw-LS, S-KWSC Night.

BP-12285—NEW, Tampa, Fla., Dixieland Broadcasters. Req: 1550 kc, 10 kw, D.

BP-12293—KDEF, Albuquerque, N.M. KDEF Broadcasting Co. Has: 1150 kc, 1 kw, D. Req: 1150 kc, 500 w, 1 kw-LS, DA-N, U.

BP-12300—NEW, Jacksonville, N.C., W. E. Baysden. Req: 1290 kc, 1 kw, D.

BP-12302—WTYN Tryon, N.C., Polk County Broadcasters. Has: 1580 kc, 250 w, D. Req: 1550 kc, 1 kw, D.

BP-12305—WONW Defiance, Ohio, Tri State Broadcasting Co. Has: 1280 kc, 500 w, U. Req: 1280 kc, 500 w, 1 kw-LS, U.

BP-12307—NEW, Madison, S.D., Madison Broadcasting Co. Req: 1390 kc, 500 w, D.

BP-12308—NEW, Tuscumbia, Ala., Tuscumbia Broadcasting System. Req: 1410 kc, 500 w, D.

BP-12314—NEW, Livonia-Garden City, Mich., Livonia Broadcasting Co. Req: 1090 kc, 250 w, DA-1, U.

BP-12315—NEW, Wisconsin Rapids, Wis., Bill S. Lahm. Req: 1220 kc, 500 w, D.

BP-12319—NEW, Lima, Ohio, Citizens Broadcasting Co. Req: 940 kc, 250 w, DA, D.

BP-12324—NEW, Weldon, N.C., Twin City Broadcasting Co. Req: 1400 kc, 250 w, U.

BP-12326—WNRG Grundy, Va., Virginia-Kentucky Broadcasting Co. Has: 1250 kc, 1 kw, D. Req: 940 kc, 5 kw, D.

BP-12329—NEW, Odessa, Tex., Western Broadcasting Co. Req: 1550 kc, 50 kw, D.

BP-12332—NEW, Liberal, Kan., The Plains Enterprise Inc. Req: 1470 kc, 500 w, D.

BP-12334—WCLE Cleveland, Tenn., Southeastern Enterprises Inc. Has: 1570 kc, 1 kw, D. Req: 1550 kc, 10 kw, DA, D.

BP-12335—NEW, Canyon, Tex. W. J. Harpole. Req: 1550 kc, 1 kw, D.

BP-12337—NEW, Tucson, Ariz., Southwest Broadcasting Co. Req: 1550 kc, 50 kw, D.

Applications under study

(These are the applications which are presently being processed by FCC staffers.)

BP-10850—NEW, Brownsville, Tenn., Florence Broadcasting Co. Inc. Req: 940 kc, 250 w, D.

BP-11127—KSWS Roswell, N.M., John A. Barnett. Has: 1230 kc, 250 w, U. Req: 810 kc, 10 kw, DA-1, U.

BP-11148—NEW, Williamsburg, Va., James J. Williams. Req: 1450 kc, 250 w, U.

BP-11202—NEW, Shelbyville, Ind., Shelby County Broadcasting Co. Req: 1520 kc. 250 w, DA-1, U.

BP-11230—WITA San Juan, P.R., Electronic Enterprises Inc. Has: 1140 kc, 500 w, U. Req: 1030 kc, 1 kw, U.

BP-11362—KJBS San Francisco, Calif., KJBS Broadcasters. Has: 1100 kc, 1 kw, L-KYW. Req: 1100 kc, 1 kw, 50 kw-LS, DA-D.

BP-11446—NEW, Sarasota, Fla., Gulf Coast Broadcasting Co. Req: 1280 kc, 500 w, DA, D.

BP-11518—NEW, Cookeville, Tenn., Cookeville Broadcasting Co. Req: 1550 kc, 250 w, D.

BP-11528—NEW, Mobile, Ala., Springhill Broadcasting Co. Req: 1550 kc, 50 kw, DA, D.

BP-11642—WLBA Gainesville, Ga., Hall County Broadcasting Co. Has: 1580 kc, 1 kw (CR) 5 kw, D. Req: 1550 kc, 10 kw, D.

BP-11703—NEW, Dunedin, Fla., Sound Radio Inc. Req: 1550 kc, 50 kw, DA, D.

BP-11736—NEW, Urbana, Ohio, Charles H. Chamberlain. Req: 940 kc, 1 kw, D.

BP-11738—NEW, Sacramento, Calif., Northern California Broadcasting Co. Req: 1030 kc, 500 w, DA-1, U.

BP-11742—WPET Greensboro, N.C., Guilford Advertising Inc. Has: 950 kc, 500 w, D. Req: 950 kc, 5 kw, DA-2, U.

BP-11744—WMAX Grand Rapids, Mich., WMAX Inc. Has: 1480 kc, 1 kw, D. Req: 1480 kc, 5 kw, D.

BP-11776—KLUV Magnolia, Ark., Charles Edward Ray. Has: 1580 kc, 250 w, D (Haynesville, La.)

BP-11796—WRCA New York, N.Y., National Broadcasting Co. Has: 660 kc, 50 kw, DA-1, U. Req: 660 kc, 50 kw, U.

BP 11829—WMIX Mt. Vernon, Ill., Mt. Vernon Radio & Television Co. Has: 940 kc, 1 kw, U. Req: 940 kc, 5 kw, U.

BP-11846—KVKM, Monahans, Tex., Monahans Broadcasters. Has: 1340 kc, 250 w, U. Req: 1330 kc, 1 kw, 5 kw-LS, DA-N, U.

BP-11847—KVFC Cortez, Colo., KVFC Inc. Has: 740 kc, 1 kw, D. Req: 740 kc, 250 w, 1 kw-LS, DA-N, U.

BP-11855—NEW, Cedar Rapids, Iowa, Laird Broadcasting Co. Req: 1360 kc, 1 kw, DA-D.

BP-11856—NEW, Media, Pa., Brandywine Broadcasting Corp. Req: 690 kc, 500 w, DA, D.

BP-11857—NEW, Ocean City, Md., The Wett Corp. Req: 1420 kc, 500 w, D.

BP-11872—NEW, Chicago Heights, Ill., Seaway Broadcasting Co. Inc. Req: 1470 kc, 1 kw, DA, D.

BP-11877—NEW, Potomac, Md. Seven Locks Broadcasting Co. Req: 950 kc, 1 kw, DA, D.

BP-11883—NEW, Portage, Pa., Mainline Broadcasting Co. Req: 1470 kc, 500 w, D.

BP-11886—NEW, North Charleston, S.C., Louis M. Neale, Jr. & Robert S. Taylor. Req: 910 kc, 500 w, D.

BP-11889—NEW, Middletown, Md., Frederick County Broadcasting Co. Req: 1550 kc, 5 kw, D.

BP-11932—NEW, Coffeyville, Kan., A.F. Misch. Req: 1370 kc, 500 w, D.

BP-11939—KWIN Ashland, Ore., Rogue Valley Broadcasters Inc. Has: 1400 kc, 250 w, U. Req: 580 kc, 500 w, D.

BP-11951—NEW, Tolleson, Ariz. William P. Ledbetter. Req: 1190 kc, 1 kw, DA-1, U.

BP-11970—NEW, Beardstown, Ill., Beardstown Broadcasting Co. Req: 790 kc, 500 w, DA, D.

BP-11975—NEW, Cheyenne, Wyo., Robert L. Howsam. Req: 1480 kc, 1 kw, D.

BP-11994—NEW, Dowagiac, Mich., Voice of Dowagiac. Req: 1240 kc, 250 w, U.

BP-12002—WHLM Bloomsburg, Pa., Bloom Radio. Has: 550 kc, 500 w, DA-2, U. Req: 550 kc, 1 kw, DA-2, U.

BP-12006—NEW, Denver, Colo., Robert W. Cahill. Req: 1470 kc, 1 kw, DA, D.

BP-12008—WKOK, Sunbury, Pa., Sunbury Broadcasting Corp. Has: 1240 kc, 250 w, U. Req: 1070 kc, 1 kw, 10 kw-LS, DA-2, U.

BP-12021—NEW, Pratt, Kan., Wilmer E. Huffman. Req: 1290 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-12024—NEW, South Toms River, N.J., Asbury Park Press Inc. Req: 1350 kc, 500 w, DA, D.

BP-12027—WHEY Millington, Tenn., Millington Broadcasting Co. Has: 1220 kc, 250 w, D. Req: 1220 kc, 500 w, D.

BP-12044—NEW, Goleta, Calif., Goleta Broadcasting Assoc. Req: 1290 kc, 500 w, D.

BP-12053—NEW, Boise, Idaho, Boise Broadcasting Assoc. Req: 790 kc, 1 kw, D.

BP-12056—KWJJ Portland, Ore., Rodney F. Johnson. Has: 1080 kc, 10 kw, DA-2, U. Req: 1080 kc, 10 kw, 50 kw-LS, DA-2, U.

BP-12059—WPEG Arlington, Fla., Regional Broadcasting Co. Has: 1220 kc, 250 w, D. Req: 1220 kc, 1 kw, D.

BP-12075—WALT Tampa, Fla., Tampa Broadcasting Inc. Has: 1110 kc, 10 kw, DA, D. Req: 1110 kc, 50 kw, DA, D.

BP-12101—WBEL South Beloit, Ill., Beloit Broadcasters Inc. Has: 1380 kc, 5 kw, DA-2, U. Req: 1380 kc, 5 kw, DA-N, U.

BP-12104—KJCF Festus-St. Louis, Mo., Jefferson County Radio & Television Co. Has: 1010 kc, 250 w, D. Req: 1010 kc, 5 kw, 50 kw-LS, DA-2, U.

BP-12110—NEW, Liberal, Kan., Dodge City Broadcasting Inc. Req: 600 kc, 500 w, DA-2, U.

BP-12112—NEW, Ashland, Va., John Laurino. Req: 1430 kc, 1 kw, D.

BP-12118—NEW, Washington, Iowa, Washington County Broadcasting Co. Req: 1380 kc, 500 w, D.

BP-12121—WGMA Hollywood, Fla., Melody Music Inc. Has: 1320 kc, 1 kw, D. Req: 1320 kc, 5 kw, DA-2, U.

BP-12135—NEW, Princeton, Ill., Bureau Broadcasting Co. Req: 1490 kc, 100 w, U.

BP-12140—WMRO Aurora, Ill., Vincent G. Cofey, Benjamin A. Oswalt, co-partners. Has: 1280 kc, 250 w, D. Req: 1280 kc, 500 w, 1 kw-LS, DA-2, U.

BP-12154—NEW, Santa Barbara, Calif., Bert Williamson & Lester W. Spillane. Req: 1290 kc, 500 w, D.

BP-12157—NEW, Sumter, S.C., B.D.S. Radio and Television Co. Req: 1240 kc, 250 w, U.

BP-12159—KMLW Marlin, Tex., KMLW Inc. Has: 1010 kc, 250 w, D. Req: 1010 kc, 10 kw, DA, D.

BP-12166—NEW, Laramie, Wyo., Laramie Bcstrs. Req: 1490 kc, 100 w, U.

BP-12171—WPOR Portland, Me., Hildreth Broadcasting Co. Has: 1490 kc, 250 w, U. Req: 1140 kc, 10 kw, DA-1, U.

BP-12187—NEW, Cheyenne, Wyo., Robert S. Pommer. Req: 1290 kc, 500 w, D.

BP-12191--WPAW Pawtucket, R.I., Roger Williams Broadcasting Inc. Has: 550 kc, 1 kw, D. Req: 550 kc, 500 w, 1 kw-LS, DA-N, U.

BP-12194—KCMC Texarkana, Tex., KCMC Inc. Has: 1230 kc, 250 w, U. Req: 740 kc, 1 kw, DA-1, U.

BP-12196—NEW, Red Bluff, Calif., Mt. Lassen Radio and Television Broadcasting Inc. Req: 1360 kc, 500 w, D.

BP-12930 (was BP-11537)—NEW, Mariposa, Calif., Universal Electronics Network. Req: 790 kc, 500 w, D.

BP-12018—NEW, East Grant Forks, Minn., Marlin T. Obie. Req: 1590 kc, 1 kw, D.

BP-12163—WOOW Greenville, N.C., WOOW Inc. Has: 1340 kc, 250 w, U. (Washington, N.C.)

BML—1786—WINE Amherst, N.Y., Western N.Y. Broadcasting Co. Has: 1080 kc, 1 kw, D. Req: Change location from Kenmore, N.Y.

BML-1804—KCOG Centerville, Iowa, Centerville Broadcasting Co. Has: 1400 kc, 100 w, U. Req: Specified Hours.

Sec. 309(b) applications

(These are the applications on which McFarland letters have been sent and which are segregated awaiting replies. McFarland letters are the FCC's detailed explanation to the applicant as to why his application cannot be granted without a hearing.)

BML-1778—WSAC Fort Knox, Ky., Fort Knox Broadcasting Corp. Has: 1470 kc, 1 kw, D (Radcliff, Ky.). Req: 1470 kc, 1 kw, D (Fort Knox, Ky.).

BML-1790—WPGC Washington, D.C., WPGC Inc. Has: 1580 kc, 10 kw, D (Morningside, Md.). Req: 1580 kc, 10 kw, D (Washington, D.C.).

BMP-8115—KPAP Redding, Calif., High Fidelity Stations Inc. Has: 1270 kc, 1 kw, D. Req: 1330 kc, 5 kw, D.

BP-9497—NEW, Portland, Ore., Multnomah Broadcasters. Req: 1550 kc, 5 kw, D.

BP-9763—NEW, Waco, Tex., Waco Radio Co. Req: 940 kc, 250 w, D.

BP-10001—NEW, Waco, Tex., Hugh M. McBeath. Req: 940 kc, 250 w, D.

BP-10345—NEW, Fresno, Calif., Robert L. Lippert. Req: 1550 kc, 500 w, D.

BP-10427—NEW, Boulder, Colo., David M. Segal. Req: 1550 kc, 1 kw, D.

BP-10518 — NEW, Grafton-Cedarburg-Thiens-

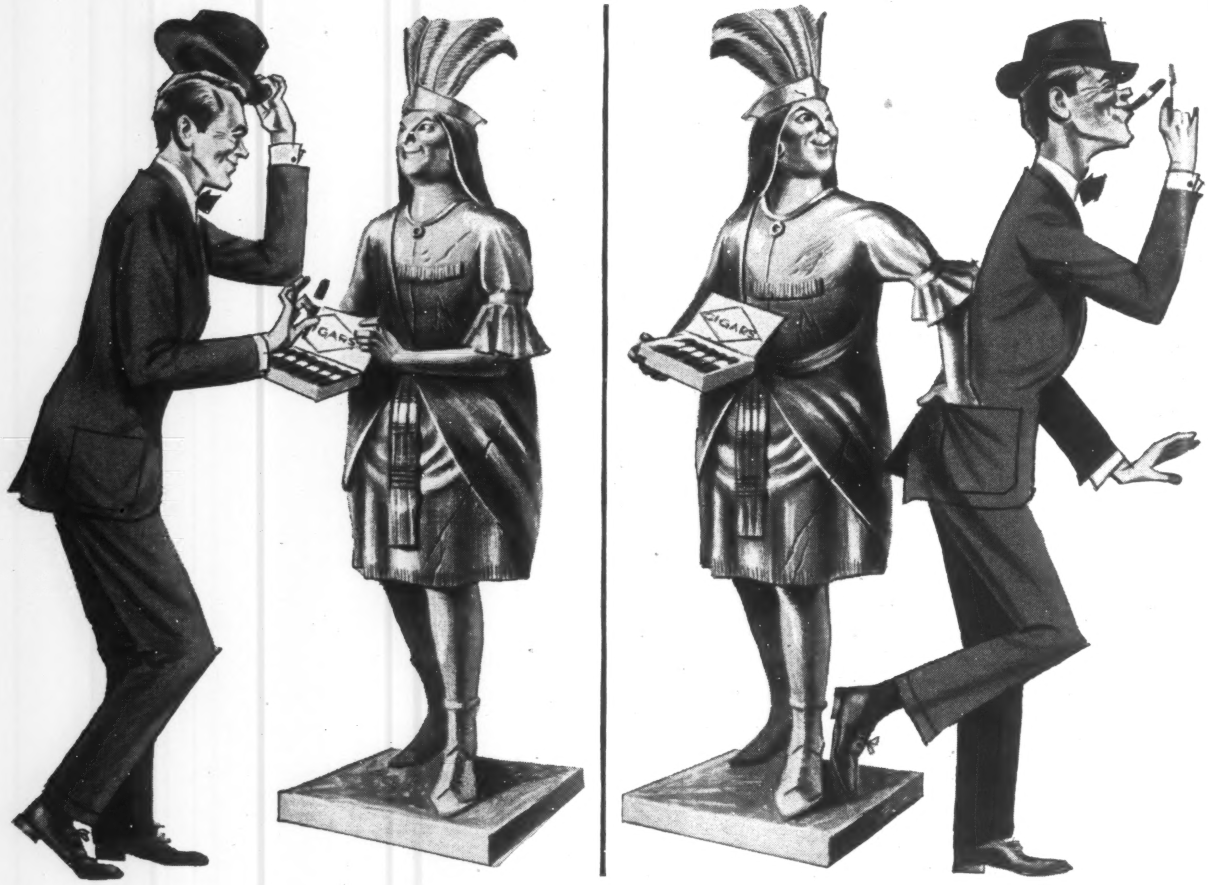
St. George made things happen in Macedonia . . . and

WPEN
RADIO MAKES THINGS HAPPEN IN PHILADELPHIA

WPEN is the only radio station in Philadelphia broadcasting up-to-the-minute traffic reports directly from our own helicopter. These authoritative, on-the-spot reports of traffic conditions are broadcast by Philadelphia Police Department traffic experts. In Public Interest—and in Sales—WPEN Makes Things Happen In Philadelphia.

WPEN

Represented nationally by
GILL—PERNA
New York, Chicago, Los Angeles, San Francisco, Boston, Detroit.



INFLATION...just an Indian Giver

Not only is inflation an "Indian giver"—he's a pickpocket to boot.

Under inflation you think you get a few more dollars in pay. But then you go to spend them. Now you find that inflation has already *taken back* those dollars!

Inflation is caused by a lot of things. But one of the most important is rising labor costs without a substantial increase in the nation's productive efficiency. The reason: 75 percent or more of the final cost of what you buy goes for labor.

It's kind of a chain reaction. With each round of wage and price increases, your dollars lose another chunk of purchasing power.

If things keep on this way another twenty years—or ten—or five—what will happen to your savings, your insurance, your pension plans, your children's education?

Isn't it time to stop this spiral of inflation that eventually robs you of your future security?

This message is being brought to you by

REPUBLIC STEEL

as a member of the

AMERICAN IRON AND STEEL INSTITUTE

Republic Steel makes many products which are sold directly to the public, besides the thousands of tons of steel that go into other industries for additional fabricating. Among the consumer goods are Truscon Metal Windows, Steel Doors, and Sliding Closet Doors; Republic Steel Kitchens; gutters and downspouts; metal lath; bolts, nuts, and nails.

ville, Wis., Beacon Broadcasting System Inc. Req: 540 kc, 250 w, D.

BP-10632—NEW, Honolulu, Hawaii, Windward Broadcasting Ltd. Req: 1170 kc, 1 kw, U.

BP-11126—NEW, Tucson, Ariz., W.H. Hansen. Req: 940 kc, 250 w, D.

BP-11132—NEW, Oil City, Mich., Central Michigan Broadcasting Co. Req: 1370 kc, 5 kw, DA, D.

BP-11160—WGHN Grand Haven, Mich., Grand Haven Broadcasting Co. Has: 1370 kc, 500 w, D. Req: 1370 kc, 500 w, 1 kw-LS, DA-2, U.

BP-11293—NEW, Easton, Md., Eastern Shore Broadcasting Co. Req: 940 kc, 500 w, DA, D.

BP-11301—KBUD Athens, Tex., The Henderson County Broadcasting Co. Has: 1410 kc, 250 w, D. Req: 1410 kc, 1 kw, D.

BP-11315—NEW, Caro, Mich., Stevens-Wismer Broadcasting Co. Req: 1360 kc, 500 w, D.

BP-11350—NEW, Fitzgerald, Ga., Charles W. Dowdy. Req: 1050 kc, 500 w, D.

BP-11392—NEW, Tiffin, Ohio, Tiffin Broadcasting Co. Req: 1240 kc, 100 w, U.

BP-11417—NEW, Chester, Ill., Chester Broadcasting Co. Req: 1450 kc, 100 w, U.

BP-11438—NEW, Woodbridge, Va., S & W Enterprises Inc. Req: 900 kc, 1 kw, DA, D.

BP-11439—WBCK Battle Creek, Mich., Michigan Broadcasting Co. Req: 930 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-11456—KSGM Chester, Ill., Donze Enterprises Inc. Has: 980 kc, 500 w, DA-N, U (Ste. Genevieve, Mo.). Req: Change station location to Chester, Ill.

BP-11510—WJAC Johnstown, Pa., WJAC Inc. Has: 1400 kc, 250 w, U. Req: 850 kc, 10 kw, DA-1, U.

BP-11511—NEW, Rapid City, S.D., John L. Breece. Req: 1150 kc, 1 kw, D.

BP-11522—KUTY Palmdale, Calif., Palmdale Broadcasters. Has: 1470 kc, 1 kw, D. Req: 1470 kc, 5 kw, D.

BP-11534—KXOA Sacramento, Calif., Cal-Val Radio Inc. Has: 1470 kc, 1 kw, DA-N, U. Req: 1470 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-11551—NEW, Sarasota, Fla., Radio Sarasota Co. Req: 1220 kc, 1 kw, DA, D.

BP-11573—NEW, Santa Rosa, Calif., Santa Rosa Broadcasting Co. Req: 1460 kc, 1 kw, DA, D.

BP-11601—WAMS Wilmington, Del., Rollins Broadcasting of Delaware Inc. Has: 1380 kc, 1 kw, DA-1, U. Req: 1380 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-11602—NEW, Gloucester, Mass., County Broadcasting Corp. Req: 1550 kc, 500 w, D.

BP-11605—NEW, Sapulpa, Okla., Creek County Broadcasting Co. Req: 1220 kc, 500 w, D.

BP-11611—NEW, Greenville, Mich., Flat River Broadcasting Co. Req: 1380 kc, 500 w, DA, D.

BP-11617—NEW, Lima, Ohio, Lima Quality Radio Corp. Req: 930 kc, 500 w, DA, D.

BP-11625—NEW, Richmond, Ind., Richmond Broadcasting Co. Req: 930 kc, 500 w, DA, D.

BP-11630—NEW, Brockton, Mass., Associated Enterprises. Req: 1410 kc, 1 kw, DA, D.

BP-11632—NEW, Bloomington, Minn., South Minneapolis Broadcasters. Req: 1370 kc, 500 w, DA, D.

BP-11635—NEW, Greenville, N.C., H and R Electronics Inc. Req: 1550 kc, 1 kw, D.

BP-11640—NEW, Spokane, Wash., Pacific Broadcasting Co. Req: 1280 kc, 1 kw, D.

BP-11663—NEW, Riverhead, N.Y., Patchogue Broadcasting Company Inc. Req: 1570 kc, 1 kw, D.

BP-11667—NEW, Gloucester, Mass., Simon Geller. Req: 1410 kc, 500 w, D.

BP-11669—WETO Gadsden, Ala., Gadsden Radio Co. Has: 930 kc, 1 kw, D. Req: 930 kc, 5 kw, D.

BP-11673—NEW, Tiffin, Ohio, Sayger Broadcasting Co. Req: 1250 kc, 500 w, 1 kw-LS, DA-2, U.

BP-11676—NEW, San Antonio, Tex., Bamray Broadcasting Co. Req: 1480 kc, 500 w, DA, D.

BP-11677—NEW, Natick, Mass., Consolidated Broadcasting Industries Inc. Req: 1550 kc, 5 kw, D.

BP-11678—NEW, Spanish Fork, Utah, Pioneer Broadcasting Co. Req: 1480 kc, 1 kw, D.

BP-11680—NEW, Redwood City, Calif., South Bay Broadcasting Co. Req: 850 kc, 500 w, DA-1, U.

BP-11685—NEW, Granite City, Ill., Madison County Broadcasters. Req: 920 kc, 500 w, DA, D.

BP-11688—NEW, Rio Piedras, P.R., Julio Morales Ortiz. Req: 630 kc, 1 kw, D.

BP-11689—NEW, Highland Park, Ill., Mid-America Broadcasting System Inc. Req: 1430 kc, 1 kw, DA, D.

BP-11708—NEW, Lima, Ohio, Allen County Broadcasting Co. Req: 1240 kc, 250 w, U.

BP-11727—NEW, Salt Lake City, Utah, William Parmer Fuller III. Req: 630 kc, 1 kw, DA, D.

BP-11730—KTKT Tucson, Ariz., Copper State Broadcasting Corp. Has: 990 kc, 10 kw, DA, D. Req: 990 kc, 1 kw, 10 kw-LS, DA-2, U.

BP-11733—NEW, Moss Point, Miss., Gulf Coast Broadcasters. Req: 1440 kc, 1 kw, D.

BP-11734—KGON Oregon City, Ore., Clackamas Broadcasters. Has: 1520 kc, 10 kw, DA-1, U. Req: 1520 kc, 50 kw, DA-1, U.

BP-11740—NEW, Toms River, N.J., WFPG Inc. Req: 1230 kc, 100 w, U.

BP-11746—NEW, Fontana, Calif., Louis Helfman. Req: 1470 kc, 500 w, D.

BP-11747—NEW, Phillipsburg, Kan., North Central Broadcasting Inc. Req: 1490 kc, 250 w, S. H.

BP-11766—WBSM New Bedford, Mass., Bay State Broadcasting Co. Has: 1420 kc, 1 kw, DA-1, U. Req: 1420 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-11767—KBMX Hanford, Calif., Sheldon Anderson. Has: 1470 kc, 500 w, D (Coalinga, Calif.). Req: Change station location to Hanford, Calif.

BP-11779—WEEX Easton, Pa., Easton Publishing Co. Has: 1230 kc, 250 w, U. Req: Cp to make changes in ant. and ground system.

BP-11781—NEW, Ellenville, N.Y., Ulster County Broadcasting Co. Req: 1570 kc, 500 w, D.

BP-11783—NEW, Haines City, Fla., Haines City Broadcasters. Req: 1400 kc, 100 w, S. H.

BP-11788—WWGS Tifton, Ga., Tifton Broadcasting Corp. Has: 1430 kc, 5 kw, D. Req: 1430 kc, 500 w, 5 kw-LS, DA-N, U.

BP-11791—NEW, Denver, Colo., Denver Broadcasting Co. Req: 1550 kc, 10 kw, D.

BP-11797—WRSA Glens Falls, N.Y., Radio Saratoga. Has: 1280 kc, 1 kw, D. Req: 1280 kc, 5 kw, D.

BP-11801—NEW, Charlotte Amalie, V.I., Island Broadcasting Corp. Req: 1000 kc, 1 kw, U.

BP-11812—NEW, Gatesville, Tex., Robert W. Cahill. Req: 1580 kc, 250 w, D.

BP-11813—NEW, Kanab, Utah, Kanab Broadcasting Co. Req: 630 kc, 1 kw, D.

BP-11814—WRWB Kissimmee, Fla., Frank A. Taylor. Has: 1220 kc, 250 w, D. Req: 1220 kc, 1 kw, D.

BP-11817—NEW, Hobbs, N.M., Clarence E. Wilson. Req: 1390 kc, 5 kw, D.

BP-11832—NEW, Williamsburg, Ky., Howell B. Phillips. Req: 1370 kc, 1 kw, DA-D.

BP-11836—NEW, Caro, Mich., Caro Broadcasting Co. Req: 1360 kc, 500 w, D.

BP-11837—NEW, Pittsfield, Mass., Pittsfield Broadcasters. Req: 1260 kc, 1 kw, DA-D.

BP-11842 NEW, Albuquerque, N.M., CHE Broadcasting Co. (NSL). Req: 1240 kc, 250 w, U.

BP-11851—NEW, Waco, Tex., Audicasting of Texas Inc. Req: 1580 kc, 500 w, 1 kw-LS, DA-2, U.

BP-11854—WJW Cleveland, Ohio, Storer Broadcasting Co. Has: 850 kc, 5 kw, DA-1, U. Req: 850 kc, 5 kw, 10 kw-LS, DA-2, U.

BP-11866—WMGR Bainbridge, Ga., John A. Dowdy. Has: 930 kc, 5 kw, D. Req: 930 kc, 500 w, 5 kw-LS, DA-N, U.

BP-11870—NEW, Texarkana, Tex., Floyd Bell. Req: 550 kc, 500 w, D.

BP-11873—WSGW Saginaw, Mich., Booth Broadcasting Co. Has: 790 kc, 1 kw, DA-2, U. Req: 790 kc, 1 kw, 5 kw-LW, DA-2, U.

BP-11875—NEW, Granite City, Ill., Tri-Cities Broadcasting Co. Req: 990 kc, 500 w, DA-D.

BP-11881—NEW, Poplar Bluff, Mo., Cecil W. Roberts and Jane A. Roberts. Req: 1340 kc, 250 w, U.

BP-11884—NEW, Haines City, Fla., Frank A. Taylor. Req: 1400 kc, 100 w, U.

BP-11898—WGIV Charlotte, N.C., Charlotte Radio & TV Corp. Has: 1600 kc, 1 kw, D. Req: 1600 kc, 500 w, 1 kw-LS, DA-N, U.

BP-11902—WFBG Altoona, Pa., Triangle Publications Inc. Has: 1340 kc, 250 w, U. Req: 1290 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-11907—NEW, Price, Utah, Inland Empire Broadcasting Co. Req: 620 kc, 1 kw, D.

BP-11920—NEW, Blanding, Utah, Jack W. Watkins. Req: 790 kc, 1 kw, D.

BP-11922—KVOG Ogden, Utah, United Broadcasting Co. Has: 1490 kc, 250 w, D. Req: Install new antenna system.

BP-11923—NEW, Laurel, Miss., East Central Broadcasting Co. Req: 1490 kc, 250 w, U.

BP-11924—KTRY Bastrop, La., Morehouse Broadcasting Co. Has: 730 kc, 250 w, D. Req: 730 kc, 500 w, D.

BP-11925—WORA Mayaguez, P.R., Radio Americas Corp. Has: 1150 kc, 1 kw, U. Req: 760 kc, 5 kw, DA-1, U.

BP-11926—NEW, Johnstown, N.Y., Martin Karig. Req: 1280 kc, 1 kw, D.

BP-11936—NEW, Tallahassee, Fla., Southern Broadcasters. Req: 1410 kc, 5 kw, D.

BP-11944—NEW, Clewiston, Fla., Peoples Broadcasting Service. Req: 1350 kc, 500 w, D.

BP-11948—NEW, Fargo, N.D., Music Broadcasters. Req: 1550, 5 kw, D.

BP-11950—NEW, Morgantown, N.C., Beatrice Cobb. Req: 1360 kc, 500 w, D.

BP-11954—NEW, San Luis Obispo, Calif., The Valley Electric Co. Req: 1280 kc, 500 w, D.

BP-11957—NEW, Clewiston, Fla., Sugarland Broadcasting Co. Req: 1050 kc, 250 w, D.

BP-11958—NEW, Poplar Bluff, Mo., Don M. Lidenton. Req: 1340 kc, 250 w, U.

BP-11982—WCMC Wildwood, N.J., Francis J. Matrangola. Has: 1230 kc, 100 w, U. Req: 1230 kc, 250 w, U.

BP-11983—NEW, San Luis Obispo, Calif., Rex O. Stevenson. Req: 1400 kc, 250 w, U.

BP-11995—NEW, Manati, P.R., Arecido Broadcasting Corporation Inc. Req: 1500 kc, 250 w, U.

BP-11998—NEW, Bellefonte, Pa., Bald Eagle-Nittany Broadcasters. Req: 1390 kc, 500 w, D.

BP-12000—KVEL Vernal, Utah, Uintah Broadcasting & TV Co. Has: 1250 kc, 1 kw, D. Req: 790 kc, 1 kw, D.

BP-12005—NEW, Shelbyville, Tenn., Bedford County Broadcasting Co. Req: 1580 kc, 1 kw, D.

BP-12007—NEW, State College, Pa., Suburban Broadcasting Corp. Req: 1390 kc, 500 w, D.

BP-12012—NEW, Wilcox, Ariz., Paul Merrill. Req: 1340 kc, 250 w, U.

BP-12013—NEW, Caro, Mich., Tuscola Broadcasting Co. Req: 1360 kc, 500 w, D.

BP-12014—WCAP Lowell, Mass., Northeast Radio Inc. Has: 980 kc, 1 kw, D. Req: 980 kc, 5 kw, D.

BP-12015—KRSC Othello, Wash., Othello Radio. Has: 1450 kc, 100 w, U. Req: 1400 kc, 250 w, U.

BP-12016—KJOE Shreveport, La., Audiocasting Inc. Has: 1480 kc, 1 kw, D. Req: 1480 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-12017—KVNU Logan, Utah, Cache Valley Broadcasting Co. Has: 610 kc, 1 kw, DA-N, U. Req: 610 kc, 1 kw, 5 kw-LS, DA-N, U.

BP-12019—WALM Albion, Mich., Calhoun Broadcasting Co. Has: 1260 kc, 1 kw, D. Req: 1260 kc, 500 w, 1 kw-LS, DA-N, U.

BP-12022—KLGN Logan, Utah, Atlas Engineering Co. Has: 1390 kc, 1 kw, D. Req: 1390 kc, 500 w, 1 kw-LS, DA-N, U.

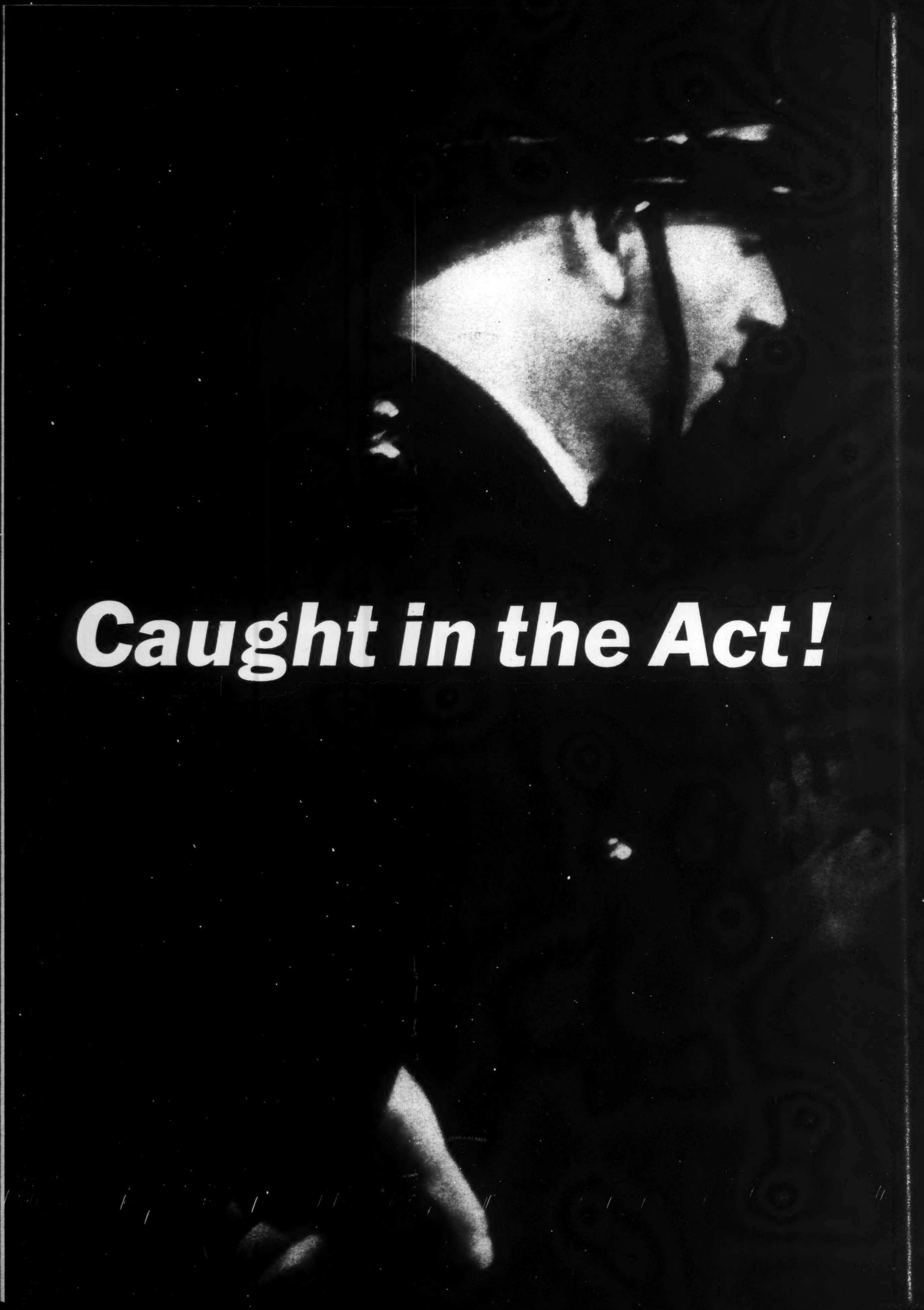
BP-12023—NEW, Palo Alto, Calif., Redwood City Broadcasting Co. Req: 1430 kc, 1 kw, DA, D.

BP-12031—NEW, Sacramento, Calif., Radio Carmichael. Req: 1430 kc, 500 w, DA, D.

BP-12032—NEW, Paris, Ark., Logan County Broadcasting Co. Req: 1460 kc, 500 w, D.

BP-12036—WIOU Kokomo, Ind., Booth Broadcasting Co. Has: 1350 kc, 1 kw, DA-2, U. Req: 1350 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-12058—NEW, Laurel, Md., Interurban



Caught in the Act!

Thomas Mitchell—And He's Great As

GLENCANNON

Almost one billion reader impressions via GLENCANNON stories in The Saturday Evening Post punctuate the powerful plus of pre-acceptance you get with this high-spirited, high seas half-hour comedy series. You're in great company, too, because advertisers such as OLYMPIA BEER in 47 West Coast markets, as well as BLUE PLATE FOODS, HOLSUM BAKERIES and FISHER FOODS SUPERMARKETS are already cashing in on the fact that situation comedy such as GLENCANNON sets up a uniquely ideal commercial climate. It's a conclusive fact which Schwerin Research stated in no uncertain terms in a recent issue of Television Magazine. And here's another fact: Academy Award winner, "Tony" Award winner, "Emmy" Award winner, THOMAS MITCHELL is on deck to sell for you personally. That's right—THOMAS MITCHELL is all set to charm sales resistance out of existence for you. Want to catch him in the act? Just say the good word: GLENCANNON. For full details, phone, wire, write

NTA Program Sales

A Division of National Telefilm Associates, Inc.,
Coliseum Tower, 10 Columbus Circle, New York 19, JU 2-7300

Broadcasting Corp. Req: 900 kc, 1 kw, DA, D.

BP-12063—WELM Elmira, N.Y. Has: 1400 kc, 250 w, U. Req: 1410 kc, 500 w, 1 kw-LS, DA-N, U.

BP-12068—NEW, Atascadero, Calif., Radio Atascadero. Req: 1490 kc, 100 w, U.

BP-12082—NEW, Watertown, N.Y., Thousand Islands Broadcasting Inc. Req: 1410 kc, 5 kw, D.

BP-12088—NEW, Oceanside, Calif., Benjamin C. Brown. Req: 1260 kc, 1 kw, DA, D.

BP-12092—NEW, Farmington, Me., Franklin Broadcasting Corp. Req: 1380 kc, 1 kw, D.

BP-12108—WGOR Georgetown, Ky., Robert E. Johnson. Has: 1580 kc, 250 w, D. Req: 1580 kc, 10 kw, DA, D.

BP-12113—NEW, West Memphis, Ark., Newport Broadcasting Co. Req: 730 kc, 250 w, D.

BP-12115—NEW, Del Rio, Tex., Queen City Broadcasting Co. Req: 1490 kc, 250 w, U.

BP-12116—WLSV Wellsville, N.Y., Radio Services of Wellsville. Has: 790 kc, 500 w, D. Req: 790 kc, 1 kw, D.

BP-12117—WMAM Marinette, Wis., M & M Broadcasting Inc. Has: 570 kc, 100 w, 250 w-LS, U. Req: 570 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-12120—WZIP Covington, Ky., Greater Cincinnati Radio Inc. Has: 1050 kc, 250 w, D. Req: 1050 kc, 1 kw, D.

BP-12133—WAMO Pittsburgh, Pa., Dynamic Broadcasting Inc. Has: 860 kc, 250 w, D (Homestead, Pa.). Req: 860 kc, 1 kw, DA-D (Pittsburgh, Pa.).

BP-12136—NEW, Bowling Green, Ky., Bowling Green Broadcasting Co. Req: 1340 kc, 250 w, U.

BP-12138—NEW, Lexington, Ky., Homes County Broadcasting Co. Req: 1150 kc, 500 w, D.

BP-12139—KEEL Shreveport, La., Foster & Associates Inc. Has: 710 kc, 5 kw, 10 kw-LS, DA-2, U. Req: 710 kc, 5 kw, 50 kw-LS, DA-2, U.

BP-12143—NEW, Sturgis, S.D., Sturgis Radio Inc. Req: 1280 kc, 1 kw, D.

BP-12181—NEW, Mobile, Ala., Jemcon Broadcasting Co. Req: 1360 kc, 5 kw, DA-D.

BP-12182—WATR Waterbury, Conn., WATR Inc. Has 1320 kc, 1 kw, DA-1, U. Req: 1320 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-12183—WPHB Philipsburg, Pa., Moshannon Valley Broadcasting Co. Has: 1260 kc, 1 kw, D. Req: 1260 kc, 5 kw, D.

BP-12184—NEW, Concord, Calif., Service Broadcasting Co. Req: 1480 kc, 500 w, DA-D.

BP-12201—KWMT Fort Dodge, Iowa, American Broadcasting Stations Inc. Has: 540 kc, 1 kw, DA, D. Req: 540 kc, 5 kw, DA, D.

BP-12210—WMRC Milford, Mass., Milford Broadcasting Corp. Has: 1490 kc, 100 w, U. Req: 1490 kc, 250 w, U.

BP-12239—NEW, Salt Lake City, Utah, Fortune Broadcasting. Req: 1470 kc, 1 kw, D.

BP-12249—NEW, Albany, Ga., Radio Albany. Req: 1050 kc, 1 kw, D.

BP-12291—NEW, Zephyrhills, Fla., Zephyr Broadcasting Corp. Req: 1400 kc, 250 w, U.

BP-12296—WGTA Summerville, Ga., Tri-State Broadcasting Company Inc. Has: 950 kc, 1 kw, D. Req: 950 kc, 5 kw, D.

BP-12306—KVON Napa, Calif., Jack L. Powell & Alyce M. Powell, Joint Tenants. Has: 1440 kc, 500 w, U. Req: 1440 kc, 500 w, 1 kw-LS, U.

BP-12316—NEW, Norwalk, Ohio, Malrite Broadcasting Co. Req: 1240 kc, 100 w, U.

BP-12318—NEW, Highland Park, Ill., North Suburban Radio Inc. Req: 1430 kc, 1 kw, DA, D.

BP-12320—NEW, Fredericktown, Mo., Robert F. Neathery. Req: 1450 kc, 250 w, U.

BP-12321—NEW, San Antonio, Tex., Top Broadcasters Inc. Req: 1480 kc, 500 w, DA, D.

BP-11360—KVOS Bellingham, Wash., KVOS Inc. Has: 790 kc, 1 kw, DA-N, U. Req: 790 kc, 1 kw, 5 kw-LS, DA-N, U.

BP-11465—NEW, West Memphis, Ark., Birney Imes Jr. Req: 730 kc, 250 w, D.

BP-11869—WSJC Magee, Miss., Southeast Mississippi Broadcasting Co. Has: 1280 kc, 500 w, D. Req: 1280 kc, 1 kw, D.

REGULATION OF WIRED PAY TV

Harris enters bill that would give FCC same controls over wired, on-air systems

Rep. Oren Harris (D-Ark.) last week introduced a bill that would subject wired subscription television to the same limitations the FCC has imposed on broadcast pay tv.

Mr. Harris, chairman of the House Commerce Committee, said the FCC does not now have the authority to regulate wired systems of subscription tv. His bill would give it that authority.

"To sum it all up in one sentence," he said in a statement made before the House, "you cannot have uncontrolled tests of pay television by wire if tests of pay television by radio are subject to strict limitations prescribed by the FCC."

The FCC on March 23 adopted a Third Report authorizing rigidly controlled tests of on-the-air subscription tv (BROADCASTING, March 30).

Putting on a Brake • Mr. Harris told the House last week he was opposed to subscription tv. "Let me emphasize," he said, "that the introduction of this bill in no way should be construed as proposing to authorize pay television by wire on any extended or permanent basis . . .

"Instead of contemplating pay television by radio or by wire on a permanent or extended basis, my new bill is intended to prevent runaway tests of pay television by wire which might result in the virtual establishment of a new service without the Congress having had an opportunity to consider whether the establishment of such service on a permanent basis is in the public interest."

Mr. Harris' bill would give the FCC authority to regulate intrastate wired pay tv as well as systems operating in interstate commerce. It thus would strike at plans by Skiatron to wire Los Angeles and San Francisco for subscription tv systems built around big league baseball as the central program feature.

Only one wired system of any size has actually been operated. In September 1957 Video Independent Theatres Inc. began a wired system of home movies in Bartlesville, Okla., under the name "Telemovies." After nearly nine months of operation, the system failed (BROADCASTING, May 26, 1958).

Oversight organizes

The House Legislative Oversight Subcommittee of the House Commerce Committee held a closed organizational session Thursday (April 9). Rep. Oren Harris (D-Ark.), chairman of both committees, said the Oversight group discussed procedure, policies and staff organization. He said several new staff members had been hired. The Oversight Subcommittee will meet again this week.

Harris offers Ike's spectrum resolution

The House version of a Senate resolution recommended by the President for a study of the spectrum was introduced last week by Chairman Oren Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee.

But Rep. Harris, who already has $150,000 for a spectrum study by a special subcommittee of his House Commerce Committee, introduced the White House measure (HJ Res 331) only out of courtesy to the Chief Executive, not because he favors it, according to a spokesman.

The White House recommendation drawn up by Leo A. Hoegh, director of the Office of Civil & Defense Mobilization, was introduced on the Senate side by Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee (BROADCASTING, March 16, 9).

The Commission on Telecommunication Management would include five members, all appointed by the President and none subject to Senate confirmation; all would be experts in the telecommunications field. They'd be exempt from Civil Service Commission requirements.

They would study (1) the role of the government in managing the U.S. telecommunication resource; (2) the administration organization for discharging government responsibilities, particularly "the division of responsibility under the Communications Act," to determine if any organizational or legal changes are desirable; (3) present methods of allocating bands of frequencies between federal government and non-government users to determine if any practicable changes should be made to use the frequencies to the maximum degree, considering technological

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changes that might enhance maximum use; (4) present apportionment of frequency allocations between government and non-government users to determine if, in the national interest, any frequency space should be reallocated to other uses and, if so, the amount.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, announced last week that five government agencies had approved the Presidential plan to appoint a five-man commission to study the use of the radio spectrum by both government and civilian groups.

Government agencies urging the enactment of SJ Res 76—introduced March 10 by Sen. Magnuson at the behest of the White House (BROADCASTING, March 16)—were State, Interior and Commerce Depts., Office of Civilian & Defense Mobilization and the FCC. The FCC suggested that the study not be limited to one year.

Sen. Magnuson said that he hoped to start hearings on the bill at an early date.

The White House-sponsored legislation would establish a five-man commission, with members appointed by the President. It would study the management, administration and usage of the entire radio spectrum, including both classified and public use, and report its findings and recommendations to the President in 12 months. Commissioners would receive $75 per diem when engaged in this job.

In addition to Rep. Harris, Rep. William Bray (R-Ind.) is also opposed to this concept of a Presidential commission to investigate the radio spectrum. Mr. Bray is the author of HJ Res 292 which would establish a joint commission to investigate federal use of the radio spectrum. The commission would include two members appointed by the President, one each by the Speaker of the House and the Vice President (as President of the Senate) and the chairman of the FCC. Pay would be $50 per diem.

On-channel boosters responsible to FCC

The FCC has bowed to the inevitable, with an assist from constituent-minded Congressmen.

It has decided to accept jurisdiction over on-channel boosters. This decision was taken last week and the papers are being drawn up. They may be issued this week.

At the same time, the Commission has decided to reiterate the view that it does not have jurisdiction over community antenna systems. It did, however, suggest certain Congressional action. This would take the form of requiring catv operators to secure the permission of stations whose signals they pick up. Also, the Commission suggested, catv systems should be required to carry the local tv station if so requested.

In assuming responsibility for on channel boosters—predominately picking up and rebroadcasting vhf—the Commission suggests that engineering standards be established requiring among other things provisions for frequency stability, automatic shutoff, etc.

Also required, the Commission has decided, is a prohibition on the use of chs. 4 and 5 for rebroadcast purposes. This is because the harmonics of those channels (66-72 mc and 76-82 mc) have the potential of interfering with aeronautical beacons.

Legislation needed • And necessary before it can assume this responsibility, the Commission has decided, is legislation on two fronts: A revision of Sec. 319 dealing with prior construction, and Sec. 318 requiring an operator to be in attendance while a broadcast station is operating.

MACK TRIAL STARTS

But first three days needed to pick jury

The government's criminal trial against former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside—the former charged with selling his vote as an FCC member to the latter in the FCC's 1957 award of ch. 10 in Miami to a subsidiary of National Airlines—got off to a slow start in the U.S. District Court in Washington last week.

It took three full days (Tuesday through Thursday) to select a jury of 12 from a panel of 73—something of a record for the court in time used in jury selection. The jury consists of six men and six women.

Defendants Mack and Whiteside used all 12 of the challenges to which they were entitled before the jury was seated late Thursday. The Justice Dept.'s Criminal Div. challenged three prospective jurors and the court itself, under Judge Burnita S. Matthews, disqualified three under its own motion. The trial resumes today (April 13) with opening statements by counsel and testimony by the first witnesses (see this page).

The defendants are charged jointly with conspiracy to obstruct the due and proper course of the FCC's decision and with defrauding the U.S. of rights to a just decision by the FCC, free of private interests. Mr. Whiteside, a Miami attorney, is charged with *ex parte* activity by giving money to Comr. Mack. Mr. Mack is charged with allowing himself to be corrupted in his vote by accepting money from Mr. Whiteside.

(The Miami ch. 10 case currently is awaiting oral argument following a rehearing by Special FCC Hearing Examiner Horace Stern on remand from the U.S. Court of Appeals for the District of Columbia. Judge Stern found that Public Service Television Inc. [National Airlines subsidiary and winner of the FCC grant], WKAT Miami and [to a lesser degree] North Dade Video had participated in *ex parte* activities during the adjudicatory proceedings. He asked that the grant be revoked and a new comparative hearing held. The fourth applicant, L. B. Wilson Inc., was not charged. Oral argument has been postponed at the request of the Federal District Court and has been scheduled for May 21.)

Attorney Nicholas Chase asked the court to bear expenses for furnishing a transcript of proceedings to Mr. Mack (about $700-$1,000) and for subpoena services on grounds his client was unable to pay for them. Mr. Whiteside, it was revealed, ordered two sets for himself and his own counsel, Arthur Hilland, and others. Judge Matthews agreed to furnish free transcripts.

J. Frank Cunningham, heading the government prosecution counsel, objected to a request by Mr. Chase for access to FBI files. Mr. Chase explained that he wanted the FBI's report on Mr. Mack when he was nominated to the FCC by President Eisenhower.

During the jury selection, Mr. Whiteside, an attorney, was busy keeping a scorecard on prospective jurors and in frequent consultations with his counsel in contrast to Mr. Mack, who only occasionally talked to his counsel.

Prospective jurors were questioned by defense counsel on whether possible testimony by Sen. Estes Kefauver (D-Tenn.) would bias them against the defendants, but none said this would affect them.

Long witness list seen in Mack trial

The list of witnesses to be called in the Mack-Whiteside trial begins to look long and imposing. J. Frank Cunningham, Justice Dept. Criminal Division, trying the government's case, announced 37 proposed witnesses, many mentioned at and some appearing in the House Legislative Oversight Subcommittee hearings.

The Mack-Whiteside defense counsel made no announcement, but Thursday after the jury selection named several witnesses it will call and some it may call. The lists:

BY THE GOVERNMENT

Robert H. Anderson, Miami circuit judge;

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KBEE MODESTO
KMJ FRESNO
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Long famed as the nation's leading agricultural market, the Inland Valley of California has recently grown as an industrial center. Thousands of new families, earning new millions of dollars have added to the economic strength of this already-rich market. For example, effective buying income is more than Maine, Vermont and New Hampshire*. And, all through this area, hundreds of thousands of people are buying the products they hear about on Beeline radio. Shouldn't your message be there?

As a group, the Beeline stations give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand. (Nielsen & SR&D)

**Sales Management's 1958 Survey of Buying Power*

Static firing test of a rocket engine at Aerojet-General plant in Sacramento

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PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE *in law...*

it's Blackstone

in medicine...

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Why? First of all, there's nothing else like it. Here is the most complete compendium of accurate facts available. It's handy as well as helpful. . . . Furthermore, you can't beat its established reputation for reliability. For 24 years now, these information-crammed source books have held a place of importance on the desks and bookshelves of every key person in TV-and-radio advertising. Few reference volumes get dog-eared and thumbprinted so fast by so many makers of decisions as a BROADCASTING YEARBOOK.

Now . . . right around the corner . . . is the publication date of the bigger-than-ever BROADCASTING YEARBOOK *for 1959—bigger because (1) it contains more, and (2) it covers both electronic media in a single edition.*

The 1959 edition scheduled for August publication will be snapped up by 16,000 busy people with the stakes of their livelihood in television or radio . . . or in both. And because they make BROADCASTING YEARBOOK a working partner, day after day, this remarkable volume becomes a powerful, long-lasting medium for your advertising. This year, the *NEW* combined format represents a greater value than ever.

Mark these dates, large and loud, on your calendar. *Deadline for advertising if proofs are desired: July 1. If no proofs, July 15.* Regular rates and mechanical specifications apply. Write, wire or phone your reservation before another day's sun has set. The *NEW* 1959 BROADCASTING YEARBOOK is too good a bet to miss!

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In an agency as deeply involved in the broadcast media as we are, the compilation of facts such as those contained in your new Yearbook is invaluable. Congratulations!

Ted Bergmann, President
Parkson Agency
New York, N. Y.

I always look forward to the Broadcasting Yearbook. It is a contribution to the industry and contains so many valuable facts.

Arthur Pardoll, Media Group Director
Foote, Cone & Belding
New York

. . . I find the Yearbook a valuable reference and . . . will be referring to it constantly.

William King Jr., V.P.
Kenyon & Eckhardt
Los Angeles

. . . The 1958 Yearbook is very complete and is constantly within arm's reach of all our buyers and supervisors.

A. C. DePierro, V.P.
Director of Media
Lennen & Newell
New York

. . . Find it very helpful.

Kai Jorgensen
Hixson & Jorgensen
Los Angeles

. . . I will put it to good use throughout the forthcoming year.

T. J. McDermott, V.P.
N. W. Ayer & Son
New York

. . . I find the Yearbook very helpful . . .

Frank Moriarity
Dancer-Fitzgerald-Sample
New York

. . . Yearbook will be very useful during the coming year just as I have always found Broadcasting informative and helpful to my business.

Nicholas E. Keesely, Senior V.P., Radio-Tv
Lennen & Newell
New York

. . . You are to be congratulated on this major contribution to the television and radio mediums. The market data, coverage and penetration statistics, the station personnel listings—all this is excellent and will have frequent use in our media activities.

Charles Pumpian, Vice President-Media
Henri, Hurst & McDonald
Chicago

. . . I will be putting the 1958 Yearbook to much use.

Rollo Hunter, V.P. & Director, Radio-Tv
Erwin Wasey, Ruthrauff & Ryan
New York

. . . The 1958 Yearbook is a very useful volume.

Harry Parnas, Media Director
Doyle Dane Bernbach
New York

I think the publication fills a very important need in the industry.

Hendrik Booraem Jr., V. P.
Ogilvy, Benson & Mather
New York

. . It's supposed to be easy to criticize anything, but frankly I find it difficult in this case [1958 Yearbook]. You have done a monumental job and I certainly congratulate you and your associates.

Peter M. Bardach
Foote, Cone & Belding
New York

We found many interesting facts contained within its pages. Send us an additional copy.

Liz Vosberg, Manager
Paul Locke Adv.
Philadelphia

. . . Yearbook will be frequently used.

Marie Coleman
Donahue & Coe
New York

. . . I leafed through the Yearbook from cover to cover. It's a storehouse of real information. Congratulations on making it better every year.

Harry W. Witt, Vice President
Reach, McClinton & Co.
Los Angeles

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Day in court • Thurman A. Whiteside (c) leaves U.S. Courthouse after the opening day of his trial in Washington on charges of conspiring with former FCC Comr. Richard A. Mack to rig the FCC award of Miami's ch. 10 tv permit. With the Miami attorney are his counsel, Richard H. Hunt (l) and Arthur J. Hilland. Photographers were not allowed in the court, where Mr. Mack appeared briefly, under the care of his physician.

Mrs. Myrtle Adams, FCC employe; George T. Baker, National Airlines president; Leland Boardman, FBI; Henry Earl Barber, Miami attorney; Paul Berger, Washington attorney and former employe of the Harris Legislative Oversight Subcommittee; James L. Bolger, Miami accountant; Jean C. Brawner, National Airlines employe at Miami and formerly of the FBI and the Civil Aeronautics Administration; John E. Doane, FCC employe; Joseph M. Fitzgerald, Miami attorney.

John E. FitzGerald, FCC general counsel; Elizabeth Grisillo, Miami; A. Frank Katzentine, WKAT Miami and applicant for ch. 10 in Miami; Mrs. Frances Kreeger, former secretary to Mr. Mack at FCC; Perrine Palmer Jr., Miami; Watson Roper, Miami; Charles Schafer, FBI; Paul R. Scott, National Airlines attorney, Miami; David D. Scharff, Miami accountant; Thompson Shea, New York insurance man; Charles F. Sheldon, Miami insurance man; Milton Singman, FBI agent; William Y. Stembler, Miami insurance man; Henry B. Taylor, National Airlines employe.

Herbert M. Wachtell, New York attorney; Elaine B. Wood, employe of Stembler-Sheldon insurance firm; Frank Colton, Coral Gables, Fla., banker; J. Charles McKee, Miami banker; Reginald D. Watkins, Munsey Trust Co., Washington; E. W. Ripple, Coral Gables, Fla., banker; John D. Evans, Ft. Lauderdale, Fla., banker; Samuel O. Porter, Miami banker; Glenn E. Baker, Miami banker; A. Harry Becker, Washington attorney; Norman Jorgenson, Washington attorney; Paul Porter, Washington attorney; Leo Resnick, Washington attorney.

BY THE DEFENSE

FCC Chairman John C. Doerfer and FCC Comrs. Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, T. A. M. Craven, Frederick W. Ford and John S. Cross; former FCC members George C. McConnaughey (chairman) and Edward M. Webster; also Mrs. Ann Hutterly, FCC minutes clerk.

Subpoena of Sens. Estes Kefauver (D-Tenn.), Warren G. Magnuson (D-Wash.) and A. S. Mike Monroney (D-Okla.) will depend on the "proof of the government's (Justice's) case," Mr. Mack's attorney, Nicholas Chase, said. He added that Sens. George A. Smathers (D-Fla.) and Spessard L. Holland (D-Fla.) have "committed themselves" to appear without subpoena.

Two Senate bills to clarify equal time

Two senators last week offered separate bills with the same object: to make the "equal time" provisions of Sec. 315 inoperative when a political candidate appears on news shows on radio or tv.

S 1585, introduced by Sen. Strom Thurmond (D-S.C.), a member of the Senate Commerce Committee, would exempt from Sec. 315 provisions the appearance by a candidate on any news, news interview, news documentary, panel discussion, debate, or similar program where format and production and the participants are determined by the broadcast station or network.

S 1604, presented by Sen. Gordon Allott (R-Colo.), would provide the same exemption for appearance by a candidate on "any news program, including news reports and news commentaries," where format and production are determined by station or network and where the candidate "in no way initiated the recording or the broadcast."

News Danger • Sen. Thurmond, obviously referring to the FCC's Lar Daly decision, said recent "literal constructions" of Sec. 315 may become a substantial detriment to public interests. He said he felt many radio and tv stations and networks may eliminate legitimate news items (and thus fail to keep the public informed) to avoid the requirements of Sec. 315.

WBPD Orangeburg, S.C., had urged Sen. Thurmond, in a letter released last week, to organize a "plan of action" to air the Sec. 315 problem before the Senate Commerce Committee and expressed the opinion the section should be "repealed in its entirety." While the U.S. Supreme Court, currently considering the WDAY-TV Fargo, N.D., libel case, may declare Sec. 315 unconstitutional, this possibility "should not lull us," WBPD said.

Sen. Allott, in a statement accompanying introduction of his bill, referred to the Lar Daly decision and said the FCC interpretation "abridges radically" the usefulness of radio and tv to society and their freedom as news media.

He felt the scope of Sec. 315 has been "broadened far beyond anything that was contemplated by Congress," noting that the preamble of the Communications Act indicates "no intention thus to regulate and interfere with the programming of radio and tv stations."

What Freedom Means • Sen. Allott said the effect of the Daly decision "can only be to eliminate coverage of political campaigns by radio and tv." Freedom of the press means freedom to exercise judgment as to what is news and its reporting and the broadcaster must be given latitude to exercise judgment and discretion, he said.

If this policy were applied to all media, democracy would be made unworkable, Sen. Allott continued. It would mean "a virtual blackout of public activities, as well as political activities," he said.

FCC STANDS FIRM

Calls band deletion in 'public interest'

The FCC last week remained adamant that what it did when it revised the spectrum to delete a number of bands from civilian use was in the public interest and not a violation of the Administrative Procedure Act.

The Commission, in a brief filed with the U. S. Court of Appeals in Washington, maintained that the moves were necessary in the national defense.

It also urged the court to refuse to put into the record the secret reasons submitted to the FCC by the Office of Civilian & Defense Mobilization for making the changes.

The brief was filed in the suit brought against the FCC by Aeronautical Radio Inc., Air Transport Assn. and Bendix Aviation Corp.

They charged that the Commission April 1958 action was arbitrary.

The FCC in April 1958 without notice and hearing removed from non-government use 420-450 mc and 8750-8850 mc. The aviation interests maintain that the bands were being used for radionavigation service and that the Commission should have held a formal rule-making proceeding before removing them from non-government use. The *umber* **TWO** *in a series . . .*

Masla Market facts

PITTSBURGH, Pennsylvania — Population 2,286,000

Factory shifts: 7 am - 3 pm
8 am - 4 pm
Office hours: 8 am - 5 pm
Peak traffic hours: 6 am - 9 am
3 pm - 6:30 pm
Peak shopping days: Thursday, Saturday
Evenings stores stay open: Monday, Thursday
Afternoon stores close: None
Paydays: Friday; 1st and 15th

WMCK

In just 70 days, exciting new programming shoots "MIGHTY 1360" up to #4 spot all day long (Feb-Mar.)!

DAYTONA BEACH, Florida — Population 102,100

Missile shift: 8:30 am - 4:30 pm
Evening stores stay open: Friday
Peak shopping days: Thursday, Friday
Payday: Friday
Military: Cape Canaveral Missile Test Center; one-third of annual payroll of $72,000,000 spent in Daytona Beach.
Tourists: Season from January to September, with peaks in February and July.
Retail sales 11.5% above last year.

WMFJ

#1 Pulse-rated station in 115 out of 120 half-hours with a 7.9 average rating from 7 am to 7 pm daily.

PLATTSBURGH, New York — Population 99,850

Peak traffic hours: 7:30 am - 8:15 am
4 pm - 6 pm
Evening stores stay open: Friday
Paydays: 1st and 15th
Tourists: Year-'round; over 1,000,000 vacationers for ski and summer fun.
Military: Plattsburgh Air Base (SAC), monthly payroll over $1,000,000.
Area booming thanks to SAC installations, St. Lawrence Seaway, new Freeway and tourists.

WEAV

Area Pulse gives WEAV 40% share of audience, 7 am to 7 pm — double ratings of second station.

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Commission's action was taken at the request of OCDM, and the new assignment establishes them for radiopositioning under government auspices.

The first revision is necessary because there are almost 1,000 boosters. Most of these, which have been operating for the last four years, are concentrated in the valleys and distances of the Northwest. They must be "grandfathered" in. The other legislative revision is necessary because the boosters are unattended.

The Commission in 1955 ordered the on-channel boosters — operating without permission of the FCC—to close down. Failing to stop the growth of this small individualistic group coverage—for most of the boosters feed only handsful of people—the FCC sued a booster station in Bridgewater, Wash. The appeals court, although upholding the FCC's right to act, remanded the matter because the Commission had not weighed all elements of this type of operation. This was in 1957.

In June of 1957 the Commission issued the first of what became obvious fruitless orders for boosters to go out of business. After the intervention of Colorado Gov. Edwin Johnson (former chairman of the Senate Commerce Committee), the FCC reconsidered. It withdrew the order and ordered a new study. In December 1958, the Commission reissued its prohibition against boosters, but in February of this year it again rescinded the order to permit further consideration.

Translators Established • Even before the court cast and the first order prohibiting the operation of on-channel boosters, the FCC established a translator service as a method for accomplishing the same end that boosters provided—the rebroadcast of big city tv programs. The translator service was established in the upper end of the uhf band.

Leading the fight to persuade the FCC to find some way of approving the operation of tv boosters were such Capitol Hill figures as Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and Congressional delegations from the states of Washington, Colorado, Idaho and others. Early this year, Kenneth Cox, special tv counsel to the Senate Commerce Committee, issued a special report on small town tv. In it he urged the FCC to find some way to approve the operation of tv boosters (BROADCASTING, Jan. 12).

Fellows asks hearing on blackout proposal

A request that a hearing be held on bills exempting professional sports from the antitrust laws was submitted last week by Harold Fellows, NAB president, to Rep. Emanuel Celler (D-N.Y.) chairman of the House Judiciary Committee.

Mr. Fellows called attention to a provision in some of the bills which would permit a tv blackout of major league telecasts from any station within 75 miles of a minor league club on the day the minor league club is playing at home.

This could affect 13 million tv homes, Mr. Fellows said, because they receive programs from stations located within 75 miles of more than one minor league team—and presumably there would be one of these minor league clubs at home at all times. Half of these 13 million homes could be blacked out at least half the time, since stations from which they receive tv programs are located within 75 miles of at least one minor league team, Mr. Fellows noted.

Idea Never Aired • The proposal for a 75-mile blackout has never been the subject of an open hearing, Mr. Fellows stated. He asked that such a hearing be scheduled before the committee takes any action on these bills, and requested that he be permitted to testify.

Last summer a Senate Judiciary antitrust subcommittee held hearings on similar bills to exempt professional sports from the antitrust laws with Mr. Fellows appearing in opposition (BROADCASTING, Aug. 4, 1958). This was tabled by the committee.

During the course of the Senate hearings various amendments were proposed, including the 75-mile blackout and a ban on pay tv (by Sen. William Langer [R-N.D.]).

A bill sponsored by Rep. Celler exempting professional sports from the antitrust laws was passed last year by the House of Representatives.

In the House are HR 2370-74 and 2266, sponsored respectively by: Reps. Francis E. Walter (D-Pa.), William E. Miller (R-N.Y.), Oren Harris (D-Ark.), John W. Byrnes (R-Wis.), William E. Cramer (R-Fla.) and Basil L. Whitener (D-N.C.).

Senate proposals include S 616, sponsored by Sens. Thomas C. Hennings Jr. (D-Mo.), Kenneth B. Keating (R-N.Y.) and Everett McK. Dirksen (R-Ill.) and S 886, sponsored by Sen. Estes Kefauver (D-Tenn.).

Civil defense guide is re-issued by FCC

A guide for broadcasting facilities in the event of national civil defense exercises or similar tests has been re-issued by the FCC.

In cooperation with the Office of Civil Defense Mobilization, FCC also outlined the extent of participation in defense drills for such non-broadcast licensees as fixed communications services, mobile systems, air patrol stations and amateur operations.

Included was a paragraph about Conelrad which stated that any operation by a standard broadcast station "should be voluntary" and approved by the FCC field supervisor in the station's region.

The guide underlined the strict procedure of such alerts, advising participants that they must perform only those duties assigned them. For example, if a mobile system is to perform the civil defense task of an ambulance corps, its radio facilities "shall be utilized only within its existing system."

It was pointed out that a valid station authorization is necessary for use of a radio transmitter and that any station having limited hours of normal service is "authorized to operate only during specified hours" no matter when the defense drill occurs.

In these tests, it was added, OCDM has requested the voluntary cooperation of all amateurs to guarantee that the "planned Radio Amateur Civil Emergency Services procedures will be effective in the portions . . . conducted by amateurs."

The notice said that a "definitive policy" regarding the availability of frequencies of non-government services under emergency conditions and areas of attack is being prepared and will be released at the "earliest possible date."

Both video, audio ID unneeded for sponsors

The FCC ruled last week that a sponsored program does not have to be identified both visually and aurally.

Its decision was in response to a question from Bert Combs, candidate for governor of Kentucky, as to whether section 3.654 of the Commission rules requires aural as well as visual sponsorship announcements in connection with political spot announcements on a television station.

Section 3.654, the FCC pointed out, provides that the station broadcasting a sponsored program shall make "an appropriate announcement" that the program is sponsored. "Responsibility," stated the FCC, "for determining whether a visual or aural announcement is appropriate lies with the licensee."

To sell Indiana,
you need both
the 2nd and 3rd
ranking markets.

**NOW
ONE BUY**

delivers both—

**AT A 10%
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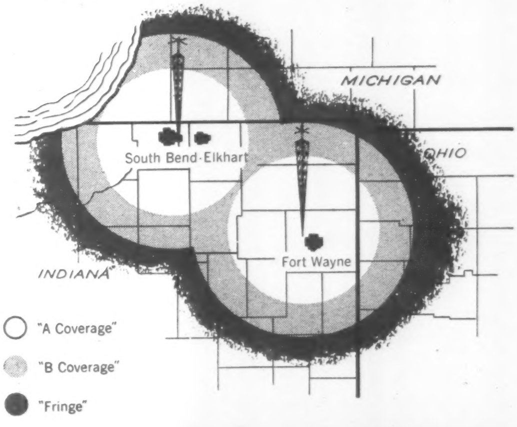
YOU NEED TWO TO TUNE UP sales in Indiana!

In this rich, diversified interurbia, automotive manufacturing is only one of many reasons for bulging purses. Fertile farms and varied business each contribute their share. Over 1.6 million population—$2.8 billion Effective Buying Income! There are two major markets in this live sales sector—South Bend-Elkhart and Fort Wayne. You can cover *both* from within, with *one* combination TV buy, and save 10%! Add Indianapolis—get *all* the best in just *two buys!*



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call your **H-R** man now!

wsjv 28 ABC
SOUTH BEND ELKHART

wkjg 33 NBC
FORT WAYNE

PEABODY SCORE: NBC 7, CBS 4, ABC 2

WGN-TV, WNEW, Standard Oil (Calif.) also are winners of awards

NBC was top scorer in the George Foster Peabody Awards presented last week in New York. The network took seven. Competitors CBS and ABC won four and two respectively.

One of CBS' awards (for tv public service, a special honor) sought out CBS President Frank Stanton for particular recognition. In announcing the award at a luncheon held by the Radio & Television Executives Society of New York, Bennet Cerf, board chairman of the awards committee, referred to it as "one of the most significant" Peabody Awards presented. Basis for the award was a series of special CBS news-in-depth reports. Sig Mickelson, CBS Inc. vice president and general manager of CBS News, accepted the award and took the opportunity to answer the "irresponsible reporting" charge against CBS made by White House News Secretary James Hagerty (see page 97).

NBC winning categories included tv news (Chet Huntley and Dave Brinkley); entertainment "with humor" (Steve Allen); education (*Continental Classroom);* contribution to international understanding *(M. D. International);* writing (James Costigan for his "Little Moon of Alban" on *Hall of Fame*); special awards (Fred Astaire and Orson Welles who starred on NBC).

NBC's Board Chairman Robert W. Sarnoff accepted the award for *Continental Classroom,* observing that the program has pointed the way for a new use of commercial tv by tackling a national problem of inadequate science instruction in America's schools.

Opens New Avenues • Mr. Sarnoff said the project showed that "our commercial medium, now in its second decade, has the vitality and the continuing desire to create basic new ideas and to open new avenues of public service."

Other CBS awards included one for musical entertainment (Leonard Bernstein) and another for dramatic entertainment (*Playhouse 90*). An award for radio public service went to CBS' *The Hidden Revolution* with mention made of advertiser Nationwide Insurance.

ABC's awards included *College News Conference* for youth programs and *Easy as ABC* (with UNESCO) for radio contribution to international understanding.

Other awards: two stations, WGN-TV Chicago for the outstanding children's program *The Blue Fairy* and WNEW New York for radio news (see story, page 75), and another for radio education to the Standard Oil Co. of California for its series, *Standard School Broadcast.*

Westinghouse Broadcasting Corp. President Donald H. McGannon (RTES' president) presided at the 19th year of Peabody Award giving. The Peabody honors were set up in 1940 by the U. of Georgia's board of regents to recognize the most distinguished and meritorious public service each year by radio and tv. Presentation was made by Dean John E. Drewry of the university's Henry W. Grady School of Journalism, which with the Peabody board administers the awards. (The late Mr. Peabody was a native of Columbus, Ga., a successful New York banker-philanthropist and life trustee of the university).

Citations read by Bennett Cerf in presenting the Peabody Awards follow:

TELEVISION NEWS: Chet Huntley and David Brinkley have for the past two years developed a mature and intelligent treatment of the news that has become a welcome and refreshing institution for millions of viewers. This distinguished and experienced team exemplify with force and perception a new advance in television journalism. "The Huntley-Brinkley Report" of NBC is therefore given the George Foster Peabody Television News Award for 1958, with congratulations to Mr. Huntley, Mr. Brinkley, and NBC.

Mr. Huntley

Mr. Brinkley

TELEVISION DRAMATIC ENTERTAINMENT: The Peabody Award goes to "Playhouse 90," CBS, because it stands alone among dramatic programs on television in aiming at the best and most original of tv drama. The committee especially applauds Producer Fred Coe for his championship of the highest standards in tv writing, direction and production.

Mr. Coe

TELEVISION MUSICAL ENTERTAINMENT: By his virtuosity and genius for expression, Mr. Bernstein has inspired a resurgence of interest in symphonic music through intelligent and articulate discussions illustrated by orchestral performance of the highest quality. In recognition, the Peabody Award for Outstanding Musical Entertainment during 1958 goes to "Lincoln Presents Leonard Bernstein and the New York Philharmonic"—CBS.

Mr. Bernstein

TELEVISION ENTERTAINMENT WITH HUMOR: In a television year when genuine humor and frank experiments have been so conspicuously lacking, "The Steve Allen Show" has manfully bucked the trend. Allen and his talented associates obviously are willing to try anything on their show, and the percentage of clean hits has been amazingly high. In recognition, the Peabody Award for Television Entertainment with Humor is presented to "The Steve Allen Show," NBC.

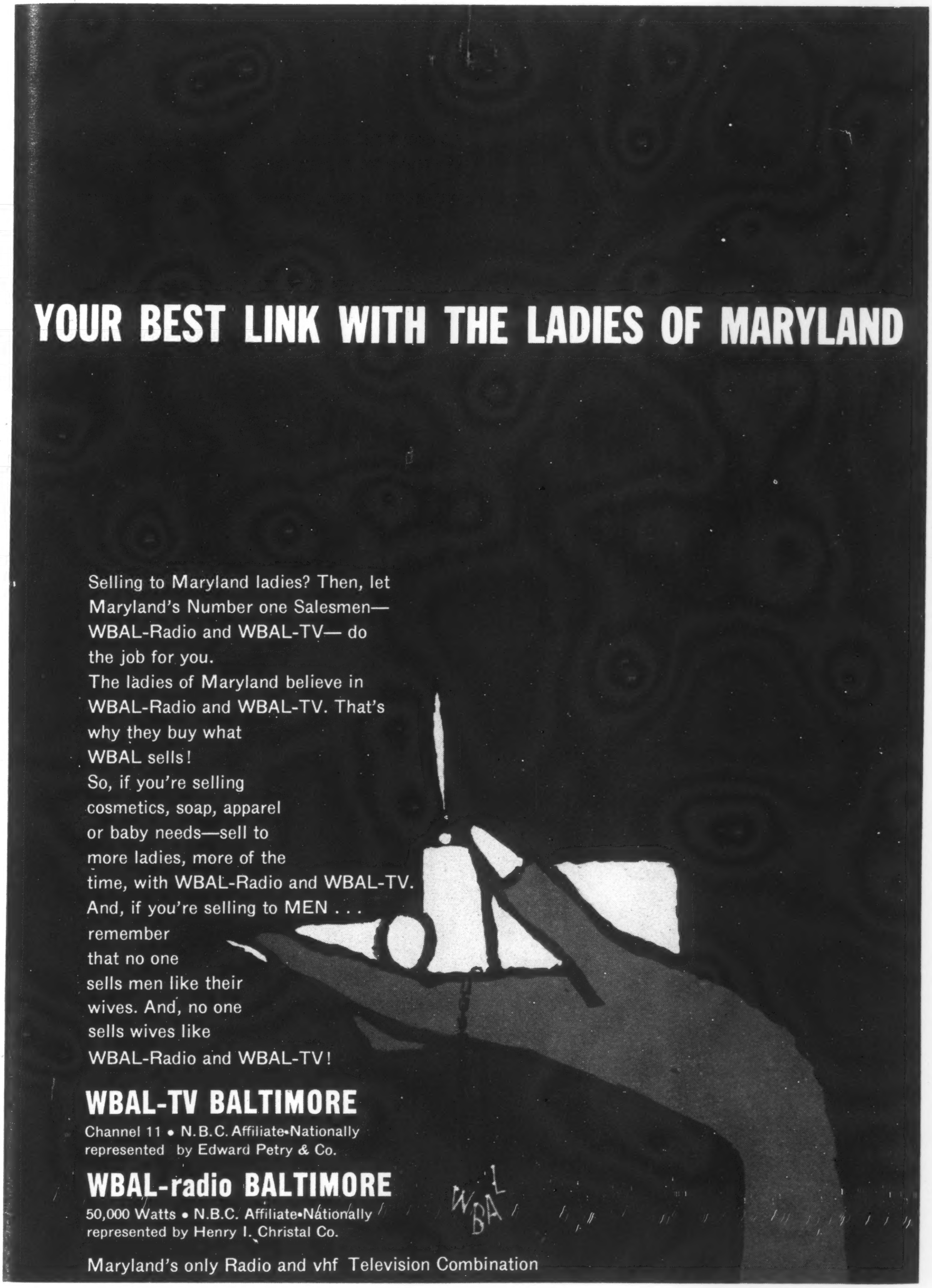
Mr. Allen

TELEVISION EDUCATION: The Peabody Award in this category is presented to "Continental Classroom," an outstanding contribution to American education by NBC. This series has inspired the imagination of thousands of teachers and students in hundreds of colleges and universities, thus demonstrating the practical use of network television as a teaching aid.

TELEVISION PROGRAMS FOR YOUTH: At a time when a small fraction of the younger generation is making bad headlines it is comforting and stimulating to have "College News Conference" give our alert and thoughtful young Americans the opportunity to speak with world leaders. It also serves the unique diplomatic function of displaying a vital young America to the representatives of foreign countries. In recognition of these facts, the Peabody Award for the Outstanding Television Program for Youth goes to "College News Conference," ABC.

TELEVISION PROGRAMS FOR CHILDREN: The Peabody Award for the best children's program goes to the imaginative and enchanting series, "The Blue Fairy," which through live acting, puppetry and narrative, brings to magic reality the most enduring of children's stories. It is noteworthy that, despite nominations of network programs, this award goes to a program series telecast live and in color by an independent station in Chicago—WGN-TV.

TELEVISION CONTRIBUTION TO INTERNATIONAL UNDERSTANDING: This Peabody Television Award goes to "M.D. International," for its inspiring study of American doctors, caring for the sick and abandoned in the far corners of the



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Selling to Maryland ladies? Then, let Maryland's Number one Salesmen— WBAL-Radio and WBAL-TV— do the job for you.

The ladies of Maryland believe in WBAL-Radio and WBAL-TV. That's why they buy what WBAL sells!

So, if you're selling cosmetics, soap, apparel or baby needs—sell to more ladies, more of the time, with WBAL-Radio and WBAL-TV.

And, if you're selling to MEN . . . remember that no one sells men like their wives. And, no one sells wives like WBAL-Radio and WBAL-TV!

WBAL-TV BALTIMORE

Channel 11 • N.B.C. Affiliate•Nationally represented by Edward Petry & Co.

WBAL-radio BALTIMORE

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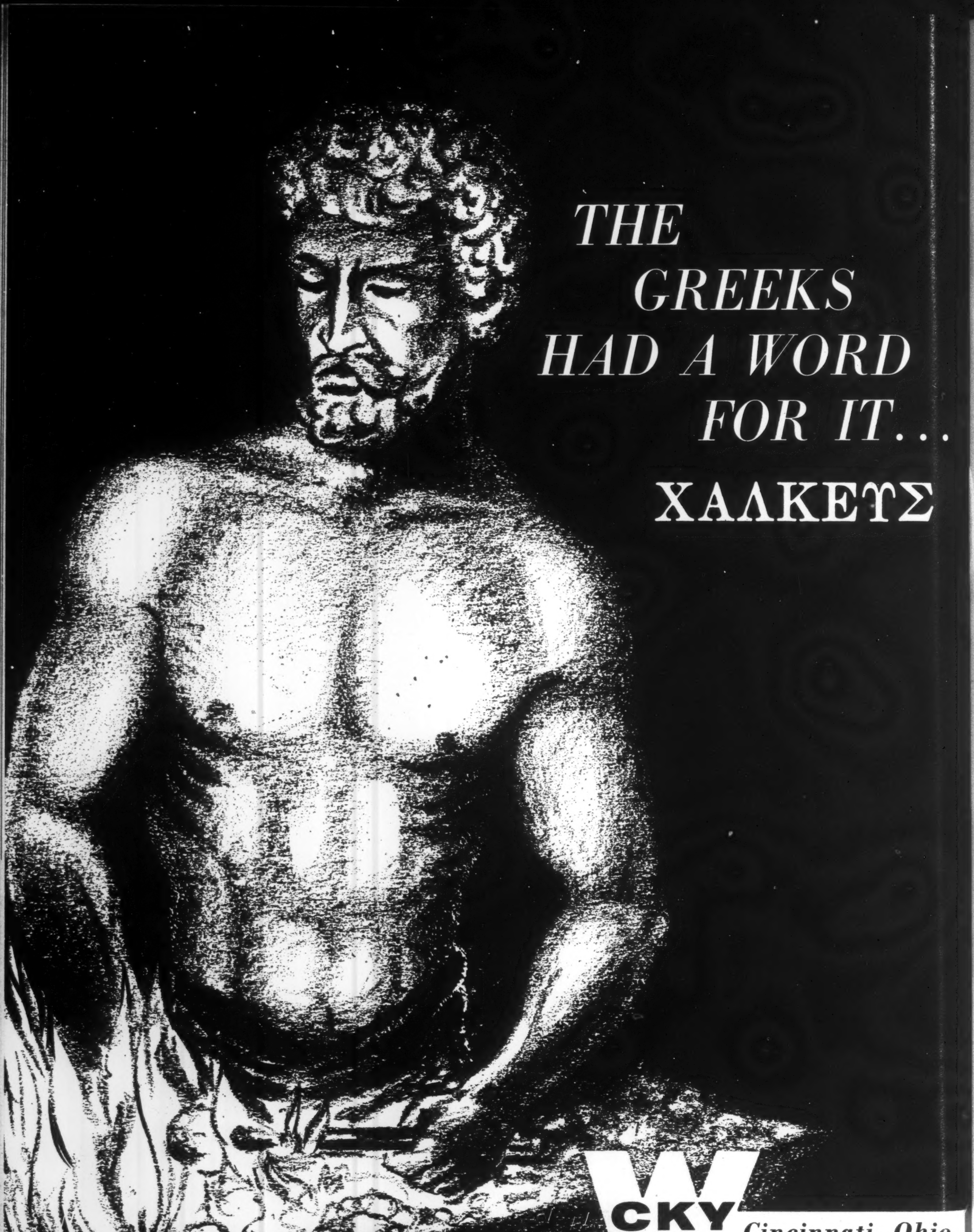
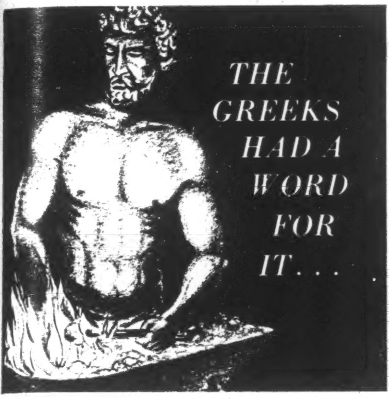

THE GREEKS HAD A WORD FOR IT...
ΧΑΛΚΕΥΣ
WCKY
Cincinnati, Ohio
STICHTENOTH


THE GREEKS HAD A WORD FOR IT . . .

VULCAN
ΧΑΛΚΕΥΣ
ARMORER

VULCAN (Gr. Hephaestus) called God of Fire, was honored by the Olympian gods because he was the workman of the immortals, their armorer and smith. Even though he was ugly and lame, he had his compensations—for not only was he married to the beautiful Aphrodite, he also had the company of golden handmaidens he had made in his forge, to help him with his work for the gods. As Vulcan was armorer to the gods, so the Cincinnati area is an important armorer to the nation. It is highly industrialized—the home of giant machine tool companies, jet aircraft engine plants, automotive plants, atomic energy producing companies, and hundreds of smaller companies, supplying vital machinery and products to other parts of the country. Ranking 15th in national markets, it is important to every advertiser who wishes to reach the 468,000 homes in the Cincinnati trading area—homes of busy, thrifty, prosperous people.
And the wise advertiser and agency man knows that WCKY is the best buy to reach this prosperous market. WCKY offers the advertiser:

1. Responsive adult audience
2. 50,000 watts of SELLING POWER, covering ALL of the Cincinnati trading area
3. Refreshing, modern music and latest news 24 hours a day
4. Experienced air personalities who SELL your product
5. A prestige station with progressive management.

Call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago for the latest facts and figures on Cincinnati and WCKY.

WCKY
50,000 WATTS OF SELLING POWER

Cincinnati, Ohio

world, bringing comfort and the healing arts to the blind, the halt, the hungry, without hope of gain or favor. Presented on NBC's "March of Medicine," this program was an outstanding contribution to international understanding.

TELEVISION PUBLIC SERVICE: In presenting this Peabody Award to CBS-TV, special recognition goes to President Frank Stanton. Credit also goes to Producers Les Midgley and Av Westin for CBS News special-in-depth reports such as "The Ruble War;" the pioneering "Where We Stand," Parts I and II; "Arab Tide—Prologue to the Summit;" "Face of Red China;" and a series on the Middle East, with commendation to Don Hewitt. Several of these comprehensive reports treating the news in depth were issued when the news was still white hot, and they were a significant contribution to public understanding of very important issues.

Mr. Hewitt

Dr. Stanton

Mr. Westin

Mr. Midgley

TELEVISION WRITING: To James Costigan, a special Peabody Award for the lyric beauty, the poetic insight, and the dramatic integrity of his play, "Little Moon of Alban," presented on the "Hallmark Hall of Fame" over NBC.

Mr. Costigan

TELEVISION SPECIAL AWARD: Fred Astaire is one of a handful of stars of stage, screen, and television who approaches perfection. His special 1958 television show—repeated by genuine acclaim—was a case in point. It set a standard for television entertainment and good taste that will remain unchallenged for a long time to come. It is, therefore, with great pleasure that this Peabody Special Award is presented to "An Evening with Fred Astaire," NBC.

Mr. Astaire

RADIO PUBLIC SERVICE: This Peabody Award is given in recognition of the superb way in which CBS met the challenge in the unique request of the sponsor, Nationwide Insurance, to create a public awareness of the urgency involved in the complex problems of man in modern technological society. "The Hidden Revolution" series is the fulfillment of an obligation of public service on the part of the radio industry and the sponsor which inspired an unprecedented response from an intelligent public.

TELEVISION SPECIAL AWARD: To Orson Welles, for the wit, originality, and insouciance of "The Fountain of Youth," NBC, one of the merriest, most irreverent half hours of the year 1958, this special Peabody Award is given.

Mr. Welles

RADIO NEWS: The George Foster Peabody Award in this category recognizes WNEW New York for its fast and enterprising local coverage of news, its taped on-the-spot interviews which frequently scoop both press and radio and its policy of interrupting all programs for important news features. In recognizing WNEW this award also goes to Martin Weldon, director of news and special events for WNEW.

Mr. Weldon

RADIO EDUCATION: The choice for the Peabody Radio Education Award is "Standard School Broadcast." This is in recognition of continuous expansion and development over a 30-year period. This outstanding music appreciation series for schools combines educational value with highest musicianship, expert production, and utilization of appropriate musical groups of all types, instrumental and vocal.

RADIO CONTRIBUTION TO INTERNATIONAL UNDERSTANDING: In recognition of its outstanding contribution to public comprehension of the pioneering by UNESCO in the fields of education; for excellency of concept; and for illuminating with brilliant techniques UNESCO's work in promoting international understanding through radio, "Easy as ABC"—is the choice for the Peabody Award for Radio's Contribution to International Understanding during 1958.

How WNEW won

The story behind the Peabody Award for radio news coverage to WNEW New York has the make-believe quality of a soap opera. But it's true.

In early December 1958, WNEW had an incomplete news staff. It was being assembled for work January 1 when WNEW was to discontinue its long association with the *New York Daily News*. On December 10, New York newspapers were struck by their deliverymen, so the station moved up its time-table. WNEW hastily hired additional men, stepped up coverage.

Its staff of 12 newsmen made themselves noticed—interviewing police officers, eyewitnessing crime and disaster, talking to personalities in the news. Often in the matter of minutes tape interviews were phoned in and broadcast.

WNEW carries 48 five-minute newscasts during a 24-hour day, on the hour and half hour.

SCREEN GEMS HAS NEW IRON IN FIRE

10-year-old firm eyes station ownership, video-tape programming

Ten years ago this Wednesday (April 15) Screen Gems Inc. opened its doors for business in New York. The enterprise was a modest one. But today, the credit lines, "Produced by Screen Gems" and/or "Distributed by Screen Gems" are familiar phrases to home viewers of the company's 33 tv series and almost 1,000 feature films.

A successful business never stands still, however. And as Screen Gems marks its 10th anniversary, Ralph Cohn, president, has set his sights on another phase of the television business: station ownership. Three weeks ago, he appointed Norman Louvau, formerly general sales manager of KRON-TV San Francisco, as general manager of station operations for SG (BROADCASTING, March 23). Mr. Louvau will be responsible for negotiating for the purchase of tv stations and ultimate supervision of their operations.

"We intend to buy the maximum allowable number of stations," Mr. Cohn declared. "We are looking forward to having a station or an interest in a station by the end of the year or sooner."

The Way Ahead • As Screen Gems enters the second decade of its existence, Mr. Cohn and his associates have blueprinted the following areas of expansion for SG, and offer the following observations:

- Movement into the station ownership field. One of the mainstays of business growth is diversification and this can be accomplished by expanding into an area related to the tv film field and one with which the company has become familiar through its knowledge of programming.
- Production and distribution of video-taped programs. This would not mean the abandonment of film but would mean the use of tape when tape is advantageous.
- Co-production of programs with other nations of the world. The globe is shrinking and there is a slow but inevitable merger of cultures. SG believes that this type of co-production not only can be profitable but can contribute toward world understanding.

"There's something stimulating and challenging about contemplating the future," Mr. Cohn remarked recently, "but there's something rewarding about contemplating the accomplishments of the past."

The key to Screen Gems' success over the past 10 years (officials believe it has the largest volume in the business) is diversification, according to Mr. Cohn. SG, he said, is unique among tv film distributors-producers in that it is active in every phase of operation: creation and packaging of programs, financing and production of programs, physical production of film series, sales of series for national sponsorship, sales of programs for regional or local sponsorship, distribution of feature films and foreign distribution of tv film.

Farsighted 50 Pages • When Screen Gems was organized by Columbia Pictures in the spring of 1949, it was considered a daring move because other major film studios were shying away from the new medium. Columbia asked Ralph M. Cohn, son of the company's executive vice president, to make a study of tv's immediate and long-range potential for Columbia's facilities and resources. At the time, Mr. Cohn was part of a two-man organization, Pioneer Telefilms, which was producing tv film commercials in New York. Within a few weeks, Mr. Cohn prepared a 50-page analysis of the potentialities of television for Columbia. The result: Pioneer Telefilm was reorganized as Screen Gems, with Mr. Cohn as general manager.

SCREEN GEMS

Mr. Cohn's blueprint highlighted these points: the most immediate use for film in television was in commercials; a profitable market for Columbia's library of motion pictures was still several years off because of an insufficient number of stations on the air, an organization should be assembled to produce new tv film programs for both network and local telecasting.

With benefit of hindsight, Mr. Cohn can remark today that his blueprint proved "remarkably accurate." He acknowledges one error in judgment: he recommended that some of Columbia's short subjects and some features be edited, fresh material inserted, and the films released as half-hour or hour-long tv programs. Columbia experimented for several months, but the idea proved impracticable.

At the outset, Screen Gems concentrated on production of film commercials. From 1949-51, the company produced more than 200 commercials for such clients as BVD, Hamilton Watch and American Tobacco Co. Commercials continued to be SG's all-consuming pre-occupation until 1951 when the company was commissioned to produce seven half-hour films for du Pont's historical program, *Cavalcade of America*.

Tv Model T • The most noteworthy step in Screen Gems' early development was taken in the spring of 1952 when Mr. Cohn and Irving Briskin, studio manager for Columbia Pictures, sold the Ford Motor Co. and its advertising agency, J. Walter Thompson Co., on a half-hour anthology series to star top Hollywood names. The series was significant from many angles: it provided SG with training for program production because, among the 195 films in *Ford Theatre,* was every genre of dramatic tv (comedy, romance, action adventure); it established a pattern that the "nut" of an expensive series could be recouped through re-runs; it placed Screen Gems in the distribution business when repeats of the series were syndicated under the title of *Your All Star Theatre*.

As more and more television stations came on the air, Screen Gems stepped up production sharply. Today, Screen Gems has 11 programs on the networks, two in national spot and 20 different programs in syndication (many of them re-runs), plus about 950 features available for sale to stations.

The company has grown to more than 250 permanent employes in the U.S. and abroad. The creative team is headed by Harry Ackerman, former west coast programming vice president

TOP COMMAND PLANNING: (l to r) Messrs. Mitchell, Hyams, Cohn and Burton Hanft, vice president in charge of business affairs

of CBS-TV, who is SG's vice president in charge of production. Irving Briskin is executive in charge of administration and operation at the west coast studio. John Mitchell is vice president in charge of sales; Jerome Hyams is vice president in charge of syndication and William H. Fineshriber Jr., former Mutual president and NBC vice president, is director of international operations.

Talent on Tap • In addition, Screen Gems has built up a stable of independent producers to supplement its staff. The company has utilized the services of such outside producers as Eugene B. Rodney *(Father Knows Best)*, Herbert B. Leonard *(Adventures of Rin Tin Tin)*, Tony Owen *(Donna Reed Show)* and William Hanna and Joseph Barbera *(Huckleberry Hound* and *Ruff & Reddy)*.

"It's been a glorious past, but I think it's going to be an even more glorious future," says Mr. Cohn.

Oscar show on NBC-TV wins 47.4 on Arbitron

Although portions of the motion picture industry's 31st annual *Oscar Awards* on NBC-TV Monday night (April 6) went higher, the two-hour show averaged out rating-wise at 47.4 on Arbitron, according to a report Thursday by ARB. The rating is good for the post-10:30 p.m. period.

The show also was carried on NBC Radio and on Canadian tv and radio stations. NBC said the Motion Picture Academy, which placed the $900,000-buy direct, has not asked for any rebate to cover the unused last quarter-hour which unexpectedly developed as the program ran some 20 minutes short. NBC-TV filled with a sports film.

This was the second year the motion picture industry sponsored the entire show itself without commercial sponsor participation. It is evident Hollywood considers the program a good investment. The box office publicity boost from the awards on tv is estimated to run into the millions of dollars, a top Oscar to any film being considered automatically "as good as a million" in added ticket sales.

But reaction to the show—its entertainment value as well as whether it is a suitable publicity vehicle for stars who are used to a meticulously controlled film environment and not live—continues to be mixed and controversial. Movieland's trade paper, *Variety*, felt "it was the same old tired format, completely lacking in ingenuity, and written, staged and performed as thought it were a benefit given by a disgruntled troupe." The reviewer felt "this newest outing was the most uneventful in memory, probably striking a new nadir in the use of the talent—plus said talent's indifference."

But despite the ragged production and other unfortunate aspects, more than one-half of the U.S. apparently were interested enough in the Oscar Award news to watch the two-hour program.

'Desilu Playhouse' goes to Fri. 9-10 p.m.

CBS-TV has slated *Desilu Playhouse*, sponsored by Westinghouse Electric (McCann-Erickson), for a Friday 9-10 p.m. position in next fall's schedule. *Playhouse* now is telecast Monday 10-11 p.m.

The network also plans to knock out *The Lineup* from its Friday 10-10:30 p.m. period, the program being expanded to an hour on Wednesday (7:30-8:30 p.m.). In its place on Friday and following *Desilu Playhouse*: *Twilight Zone* tentatively set for the 10-10:30 p.m. spot and *Person to Person* continuing in its current 10:30 p.m. period.

Affected by these changes on Friday will be Phil Silvers (now 9 p.m.) and *Lux Playhouse* (9:30 p.m.). The Silvers show is dropped. Fate of *Lux Theatre* is undecided. *Rawhide* is set for 7:30-8:30 on Friday, followed by *Dennis the Menace* at 8:30-9.

PROFITABLE

says Martin Umansky, General Manager

KAKE-TV

WICHITA, KANSAS

Every single feature in the Warner Bros. library is profitable, according to KAKE-TV's General Manager, Martin Umansky.

"The value of any library depends not on the top features alone, but on the entire list. Out of the Warner Bros. library, we've created a special afternoon theatre showing only the so-called 'lesser' features. This program alone has practically paid for the entire library of 750 features."

The Warner Bros. library has made outstanding profits for stations, large and small, in every part of the country. Join the profit parade. Get in touch with us today.

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BMI STOCK STATUS

Music license group holding sold by CBS

CBS last week sold back to BMI its stock in the music licensing organization it helped to form 19 years ago.

Whether NBC and ABC would eventually follow suit was a moot question.

Network ownership in BMI is under fire in at least one pending suit and has been subjected to extensive questioning in Congressional hearings, although all three networks together held less than 20% of the outstanding stock. Richard S. Salant, CBS vice president, recognized this in his letter proposing to return the CBS-held stock to BMI.

Circumstances Change • After reviewing the origins of BMI as an organization through which the broadcasting industry undertook to protect itself against "the then monopoly position of ASCAP," Mr. Salant noted that "circumstances governing ASCAP have changed over the last 19 years" and "BMI has established itself as a valuable mature and going enterprise." He added:

"We therefore think that, although we are persuaded there is nothing wrong in our ownership of this BMI stock, the time is now ripe for us to divest ourselves of it. In all the circumstances, we think it better that CBS, as the operator of radio and television networks and stations, now place itself in the position purely of a customer of BMI with no element of ownership."

CBS recently renewed its licenses for use of BMI music by both its radio and tv networks and its owned stations (BROADCASTING, March 16). So have the other networks and their o&o's.

Stock Retired • On the heels of Mr. Salant's letter, dated March 12, BMI announced last week it had acquired CBS' 7,017 shares for $35,000, the price at which the stock originally was issued, and was retiring it as treasury stock.

Congressional records indicate that CBS was the largest network owner of BMI stock, with 8.9% held by Columbia and its owned stations. NBC and its owned stations hold 5.8%, and ABC and its owned stations hold 4.5%. The rest is held by individual stations and station owners.

NBC and ABC authorities indicated they had no immediate plans for returning the stock they hold.

In Congressional hearings, both NBC and CBS had indicated they would reconsider the question of their owning BMI stock, but the implication was that the appropriate time for this would be (1) after a $150 million suit brought by a group of ASCAP songwriters against the networks and BMI had been dismissed or withdrawn, and (2) then on condition that continued competition in the music licensing field was assured. NBC officials said flatly that they did not feel they could reconsider their BMI ownership until the lawsuit was out of the way, since a basic objective of that suit is to divorce BMI from broadcast ownership.

Congressional Hearings • In this connection, Mr. Salant said in his letter that "the identical issues raised in the lawsuit have been fully explored before the Subcommittee on Communications of the Committee on Interstate and Foreign Commerce of the U.S. Senate and the record of these hearings has just been closed. The overwhelming effect of the testimony in these hearings was to demonstrate that there is no merit to the claims of the plaintiffs in the lawsuit. In view of this, we feel that we should no longer allow the pendency of a baseless litigation to deter us from the course that we said that we would consider."

CBS dropped its representation on the BMI board of directors more than a year ago.

WHAS-TV forces issue of Conelrad storm use

A half-hour documentary over WHAS-TV Louisville, Ky., so aroused the city about storm warnings that Conelrad receivers have been bought for 202 schools and Louisville has been designated a test area for an expanded use of Conelrad.

The key figure in the Conelrad development, according to the station, was FCC Comr. Robert E. Lee, who talked to U.S. Weather Bureau officials in Washington to see if Conelrad, presently restricted to tornado warnings, might not be used for severe weather forecasts (when conditions are ripe for tornadoes, hurricanes, etc.).

WHAS-TV reported last week that these actions followed the showing of its documentary, *53 Miles From Death*, earlier this year. The special show, under news director Bill Small, was prepared when normal news coverage of a tornado that struck a Kentucky town 53 miles away revealed confusion and uncertainty about procedure among city officials if a similar storm were to hit Louisville.

Response to the program, the station said, was "tremendous" and dictated two re-showings the following weekend.

At a city-wide safety council meeting, Victor A. Sholis, station vice president and director, outlined the pattern of confusion revealed by the documentary, recommendations for corrections and Conelrad procedure generally. Purchase of Conelrad receivers by

INTERNATIONAL TRANSMISSIONS, INC.

EACH DAY
YOUR STATION CAN HAVE

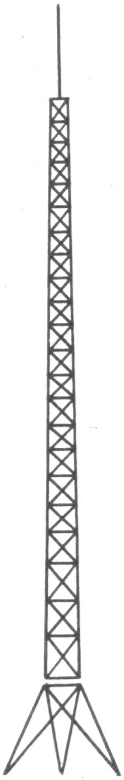
DIRECT NEWS REPORTS FROM EVERY CORNER OF THE WORLD
DIRECT REPORTS FROM BROADCAST HOUSE, WASHINGTON
DIRECT NEWS REPORTS FROM THE UN
DIRECT NEWS REPORTS
FROM EVERY
MAJOR CITY
IN THE US

ACTUALITIES

INSTANTANEOUS BULLETINS AROUND THE CLOCK

EXCLUSIVITY IN YOUR MARKET

WITH PERSONAL RETURN CUES
TO YOUR STATION



"The European reports have been a valuable asset to me in programming a well-rounded news day. I find that your correspondents are on the ball when things are happening on the European scene, and the special reports we received from such places as St. Louis, at the time of the big tornado and Havana, Cuba, during the mass trials, were particularly timely. The report this week from Jerusalem on the UAR-Iraq situation was more than welcome."

Glen Howard
News Director
WOHO, Toledo

"Just a note to tell you how pleased we are with the International Transmissions material you've been supplying us. The overseas reports do a lot to dress up our frequent news schedule. Keep up the good work."

Peter Straus
Executive Vice President
WMCA, New York

"The quality of the overseas transmission is far above average not only in newsworthiness but also in audio reception. On a good number of occasions, we have outrun our competition with actuality reports of major happenings overseas. We at WIP pride ourselves on our news coverage. Thought you would like to know that your service has been a valuable asset to this operation."

Varner Paulsen
Program Director
WIP, Philadelphia

"The addition of up-to-the-minute European news coverage to our news operations has been very favorably received by both clients and audience. We are highly pleased with the quality and manner your reporters treat the news."

R. M. Hardin
President
WBUD, Trenton

INTERNATIONAL TRANSMISSIONS, INC. • 480 Lexington Avenue, New York, N. Y. • MUrray Hill 7-7744

Accra • Ankara • Athens • Belgrade • Berlin • Brussells • Bonn • Izmir • Jerusalem • London
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“Me an’ J.K.

is just like this!” WJAR-TV not only has a corner on quality feature films in the Providence market, but also exposes them with rare showmanship. Morning and afternoon films, for example, are emceed daily by personable Jay Kroll who asks viewers to write and tell him what they would like to see, then waits for the mailman to clue him on local tastes. Between "acts", Jay interviews visiting celebrities, and leaders of local and national civic groups. "The Jay Kroll Show" — another good reason why WJAR-TV has won the TV heart of the PROVIDENCE MARKET.

10th Anniversary of CHANNEL 10

WJAR-TV

Cock-of-the-walk in the PROVIDENCE MARKET

NBC · ABC · Represented by Edward Petry & Co., Inc.

U.S. MAIL
18
PROVIDENCE, R.I.

every city, county and parochial school in the Louisville area followed shortly.

WHAS-TV also reports that Comr. Lee and Rep. Frank Burke (D-Ky.) have spoken to Civil Defense officials about the possibility of matching federal funds to help underwrite the Conelrad sets bought by Louisville schools.

The Lousville experiment in expanded Conelrad use, starting this month, will allow the Kentucky weather bureau to call for Conelrad to broadcast any severe weather forecast which it feels warrants special warning. O.K. Anderson, weather bureau chief in Kentucky, has said that after one year, the experiment will be evaluated for possible use across the nation.

California film men form tv association

Television Film Assoc., organized as a west coast counterpart of New York's National Television Film Council, will meet tomorrow night (April 14) at the Masquers' Club in Hollywood to sign papers to incorporate the group as a California non-profit service organization. TFA's main objectives are to maintain liaison among the producers and distributors of tv films, the tv stations and the companies providing material and services to television, and to establish and standardize better operational practices.

John P. Ballinger of Screen Gems is president of TFA. Jack M. Getz (Consolidated Film Industries) is vice-president; Frank Wolf (Gross-Krasne), secretary; Charles E. Buzzard (Buzzard Enterprises), treasurer. The organization's board also includes the following committee chairmen: Robert E. Hoffard (Eastman Kodak Co.), information and education; Harvey Gausman (General Film Lab), membership; Howard Landau (Permafilm), program; Robert C. Vinson (Armed Forces Television Service), ways and means; Edward Hunt (KTLA [TV]) tv station relations.

TFA has set four immediate major projects: To establish a telefilm leader graduated into seconds at sound speed (24 frames per second) which will remain constant when film is reduced from 35 mm to 16 mm; to establish a standard cue mark and cue mark placement; to promote general use of a standard booking request form and to educate film handlers at stations to simplify their work and prolong the life of tv film prints.

The meeting, which is open to anyone in the tv film industry, will also include a talk on "U.S. Television Around the World" by Mr. Vinson and Arnold Sheldon of AFTS.

VIDEO TAPE 'SCHOOL' SET

IATSE, Film Producers Assn. adjust tape rates

The Film Producers Assn. of New York reported last week that it is holding discussions with the International Alliance of Theatrical Stage Employes on a joint project: the establishment of a training school for producers and IATSE crews on video tape production techniques.

This project follows an understanding reached recently by FPA and IATSE on wage rates to be paid to members for work on tape. This agreement, FPA President Nat Zucker said, provides that wage rates "are to be competitive with those paid by the networks to its employes for comparable work."

Mr. Zucker explained that before the latest agreement, IATSE members were paid under the terms of its contract with FPA for film activity. They were found to be "much higher" than the rates paid to network employes, according to Mr. Zucker, and accordingly FPA persuaded IATSE to adjust its scales for tape. In some instances, the reduction in pay will amount to about 50%. Since network salaries for employes on tape run on a weekly basis, FPA agreed to revise its rates upward for IATSE members working on a daily basis.

Competitive Rates • Mr. Zucker indicated that both the union and FPA realize that rates must remain competitive if the film producers are to gain a "fair share" of tape commercial work. Similarly, he said, the proposal for a joint training school would be of mutual benefit, to IATSE and the association.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

CBS-TV

April 21 (9:30-10 p.m.) **Red Skelton Show**, S.C. Johnson through Foote, Cone & Belding and Pet Milk through Gardner.

NBC-TV

April 13-17, 20-22 (2:30-3 p.m.) **Haggis Baggis**, participating sponsors.

April 13-27, 20-22 (4-4:30 p.m.) **Truth or Consequences**, participating sponsors.

April 13, 20 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

April 14, 21 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

April 15, 22 (8:30-9 p.m.) **The Price Is Right**, Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson.

April 16 (9:30-10 p.m.) **Ford Show**, Ford through J. Walter Thompson.

April 16 (10:30-11 p.m.) **Masquerade Party**, Lorillard through Lennen & Newell.

April 17 (7:30-8 p.m.) **Northwest Passage**, sustaining.

April 17 (8-9 p.m.) **Ellery Queen**, RCA through Kenyon & Eckhardt.

April 18 (8-9 p.m.) **Perry Como Show**, participating sponsors.

April 19 (7:30-8:30 p.m.) **Steve Allen Show**, Polaroid through Doyle Dane Bernbach and du Pont through BBDO.

April 19 (9-10 p.m.) **Dinah Shore Chevy Show**, Chevrolet through Campbell-Ewald.

April 22 (9-9:30 p.m.) **Milton Berle**, Kraft through J. Walter Thompson.

FPA, meanwhile, has not reached an agreement with United Scenic Artists Local 729 on an initial contract. In the past, the union promulgates rates to the film companies but this year FPA insisted on the negotiation of a contract. A spokesman for the union said that about 45 members work for film studios in the New York area, usually on a per diem basis, as scenic and costume designers and artists. An official of the Federal Mediation Service has been working with the union and FPA to formulate a contract establishing wages and working conditions. Local 729 members have not been employed at FPA studios since the end of March.

• Program notes

• Telenews, N.Y., has sold its daily news service to KTVB-TV Boise, Idaho; KHVH-TV Honolulu, and Tv Paulista, Sao Paulo, Brazil. Telenews' weekly sports review was purchased for National Assn. of Insurance Agents' sponsorship over WVET-TV Rochester, N.Y.

• WLW-WLWT (TV) Cincinnati has installed an Alden Automatic Weather Map Receiver. The unit, connected with the U.S. Weather Bureau's Master Analysis Center in Washington, D.C., presents a complete map of the weather every 20 minutes.

• NBC-TV reports that *The Californians* adventure series returns to the air after a three-week absence in a new time period April 21 (Tues., 9-9:30 p.m. EST), replacing *The George Burns Show*. Colgate-Palmolive, N.Y., through McCann-Erickson, N.Y., which sponsored the *George Burns Show* has signed as an alternate-week advertiser of *The Californians*. The other sponsor is not set.

• *Markham*, starring Ray Milland in the role of lawyer turned private detective, will premiere May 2 on CBS-TV (Sat., 10:30-11 p.m. EDT). The weekly half-hour series is being filmed on location in major world capitals. Sponsored by Schlitz Brewing Co. through J. Walter Thompson Co., *Markham* is a Marada

Blood-hurdler

Program director Roger Hough of KSUM Fairmont, Minn., has proved once again that in radio, timing is everything. When the Red Cross Bloodmobile came to town April 8, Mr. Hough decided to do a live remote broadcast with himself as the afternoon's first donor.

Flat on his back, mike in hand, he chatted with Jeff Coult Sr., county chairman of the Red Cross blood drive. As a nurse prepared to remove the plasma bottle, Mr. Hough reassured his audience: "You see, folks, there's nothing to giving blood." And then passed out.

Net result of this harrowing scene over the air: before the broadcast, an average of 125 pints donated per day; *after* the broadcast an average of *200* pints.

Production in cooperation with Revue Productions.

- United Artists Associated Inc., N.Y., report sales of its complete Warner Bros. features library to KRTV (TV) Great Falls, Mont.; KGHL-TV Billings, Mont., and KWRB Thermopolis, Wyo.

- The first of a group of special programs, featuring New York Gov. Nelson A. Rockefeller in a special report on the recently-enacted state legislative program, was carried on at least ten tv stations in the state April 8. The Governor's office and the New York State Assn. of Broadcasters jointly arranged for a series of 15-minute reports to the people. The taped programs are made available as a public service to tv stations throughout the state and it is planned to produce a program each week for several weeks on various phases of new legislation.

- WBT Charlotte, N.C., is offering its *Radio Moscow* series for syndication. The programs, broadcast Monday, Wednesday and Friday on WBT, feature taped excerpts of Radio Moscow's English language broadcasts with a commentary by WBT staffer Alan Newcomb and foreign affairs expert Rupert Gillett.

- CBS Films' first color series, *The Man From Antibes,* begins production in Nice (France) April 24 with Sam Gallu producing. The series will star Robert Alda and Melville Cooper in the story of an art expert who helps authorities to solve crimes which involve great works of art.

- *The Court of Human Relations* comes to daytime network tv (NBC-TV, Mon.-Fri. 2:30-3 p.m.) starting June 22. Life's problems will be mediated over the visual medium, as they were via radio under the same title as far back as the 1930's. A. L. Alexander, the show's creator and producer, will act as moderator. The troubled people will appear on the taped program but will not be identified. *Court* replaces *Haggis Baggis.*

- *Wichita Town,* a half-hour western film series with Joel McCrea and his son Jody as featured players, is to be produced by Walter Mirisch for NBC and the Mirisch Co. In *Wichita Town,* being prepared for the network's fall lineup, Mr. McCrea Sr. will wear the badge of Marshal Mike Dunbar, appearing sometimes as the leading performer, other times in a supporting role or as narrator. His son is to play a cattle foreman on friendly terms with the marshal.

- The right of M&A Alexander Productions to distribute to television eight theatrical films produced by National Pictures Corp. was upheld in Los Angeles Superior Court when Judge Ellsworth Meyer issued an injunction restraining National Pictures and its president, Edward L. Alperson, from interfering with such distribution. Pictures are: "Young In Heart," "Alaska Patrol," "Black Beauty," "Tender Years," "Rose of Cimarron," "Dakota Lil," "Belle Star's Daughter," and "Sword of Monte Cristo."

- Independent Television Corp. will return *Ding Dong School* to tv in September as its first video-tape production, Walter Kingsley, ITC president, announced. Dr. Frances Horwich, as Miss Frances, will be featured in the series to go before the tape recorders in June.

- *Texas Rodeo,* to be taped at an arena in Dayton, Tex., replaces *Jefferson Drum* as NBC-TV's Thursday 7:30-8 p.m. entry starting April 30 (CLOSED CIRCUIT, March 2). Saddlerock Corp., will produce the series, using the facilities of KPRC-TV Houston. Plans call for a continuous flow of action, minus any delays for bringing on and mounting animals. L.N. Sikes veteran rodeo contestant and judge, is the producer.

- KGW Portland, Ore., originates *Truth or Consequences* in color for NBC-TV the week of April 27. The colorcasts, billed as the city's first, are in connection with the Oregon Centennial.

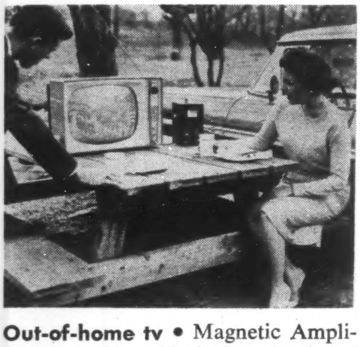
EQUIPMENT & ENGINEERING

Radio-tv production up, sales off, in Feb.

Factory production of both radio and television receivers increased in February over the preceding month, but retail sales were down. Electronic Industries Assn., Washington, reports television production in February totaled 459,492 compared to 437,026 in January. Retail sales dipped from 501,704 in January to 448,877. Sales outstripped production, however, as the two-month totals show 949,877 tv sets sold and 896,518 produced.

Radio receiver output, including auto radios, in February totaled 1,125,385, up slightly from January's 1,124,737. Retail sales, excluding car sets, were down in February, with 474,888 sales compared to 700,490 in January. January-February sales in 1959 total 1,175,378 compared to a two-month 1958 total of 839,942.

In January 614,181 radio and 370,650 tv sets were shipped to dealers. Tv shipments decreased from January 1958's 559,047.



Out-of-home tv • Magnetic Amplifiers Inc., New York, has developed a solid state static inverter that permits a home portable tv set to be plugged into an automobile dashboard. The inverter converts 6 or 12 volt dc battery current to 115 volt 60 cycle ac power, furnishing the equivalent of 100 or 200 w. It uses transistor circuits with magnetic components. Originally it was developed to provide a portable power source for jet engine starting and missile power supplies and for instruments used by auto manufacturers in road testing. The device is applicable, too, for portable stereophonic units.

IN
SAN DIEGO
KFMB-TV
MAKES
MORE
PEOPLE
LEAVE
HOME (TO BUY)
THAN
ANYTHING
!

The only real way to "rate" an audience is not just by counting eyes in front of a TV set, but by counting feet at a supermarket. KFMB-TV sends more feet out to buy in the rich San Diego market because it's got more eyes glued to the screen. (29 of the top 30 television shows in San Diego are on KFMB-TV.)

KFMB 8 CBS TV

REPRESENTED BY
Edward Petry & Co., Inc.

SAN DIEGO

FATES & FORTUNES

Advertisers

- Howard M. Wilson, formerly merchandising manager, appointed director of marketing of National Biscuit Co., succeeding D. Henderson Nevitt, named administrative assistant to Nile E. Cave, vp for sales.

- Marshall K. Wood, president, treasurer and general manager of Gallaher Drug Co., elected president and reelected member of executive committee of National Assn. of Chain Drug Stores.

- R. C. Eldridge, central region sales manager of General Foods' Maxwell House division since 1953, promoted to assistant director of trade services for GF.

- J. Ward Maurer, who retired April 1 as vp, advertising, Wildroot Co., Buffalo, N.Y., received citation from Advertising Research Foundation Inc., N.Y., in commemoration of his service to ARF. Mr. Maurer was former director, vice chairman and board chairman of ARF.

- Michael Keith, formerly brand general manager of Philip Morris, N.Y., to W.A. Sheaffer Pen Co., Fort Madison, Iowa, as staff assistant to marketing vp. Stephen Seadler, formerly director of Medimetric Institute, N.Y., joins Sheaffer as market research manager.

- Armand E. Rivchun, formerly of Grey Adv., appointed head of advertising and sales promotion department of DeJUR-ANSCO Corp., N.Y., camera equipment.

Agencies

- Neal Nyland, vp and director of Geyer, Morey, Madden & Ballard, N.Y., to agency's Detroit office to handle nation-wide advertising service department for Rambler automobile dealer groups and associations (see page 41).

Miss Chamberlain

- Joan Chamberlain, copy supervisor of Ogilvy, Benson & Mather Inc., N.Y., elected vp.

- Thomas S. Wainwright, formerly of Wentzel, Wainwright, Poister & Poor, Chicago agency, to Kastor, Hilton, Chesley, Clifford & Atherton, N.Y., as vp.

- Ruth J. Cerrone, copy supervisor in New York office of Kenyon & Eckhardt, and Brendan J. Baldwin, media director in K&E's Detroit office, elected vps. Mr. Baldwin will join K&E's New York office as associate media director.

- Fred L. Lemont, account executive on Carter products at Ted Bates & Co., elected vp.

- J. Wesley Rosberg, senior vp of The Buchen Co., N.Y., appointed to technical committee of Advertising Research Foundation.

- Terry Galanoy, creative director, and Vance Jonson, executive art director, of Stiller-Hunt, Beverly Hills, Calif., elected vps.

- Howard Corbin Wilson, 76, founder, director and honorary chairman of Wilson, Haight, Welch & Grover, Hartford, Conn., died April 7 at Hartford Hospital, after short illness.

- Ralph F. Linder, formerly of Tatham-Laird, Chicago, to Donahue & Coe, N.Y., as vp in agency's grocery products division.

- Wallace W. Elton, vp of J. Walter Thompson, elected chairman of eastern region of American Assn. of Advertising Agencies. Other eastern region officers: David Ogilvy, president of Ogilvy, Benson & Mather, vice chairman, and John Mather Lupton, president of John Mather Lupton, re-elected secretary-treasurer. All are from New York. W. Stanley Redpath, executive vp of Ketchum, MacLeod & Grove, Pittsburgh, elected chairman of east central region of AAAA; Colin Campbell, executive vp of Campbell-Ewald, Detroit, vice chairman, and C. M. Robertson Jr., president of Ralph H. Jones, Cincinnati, secretary-treasurer. Alexander H. Gunn III, vp of J. Walter Thompson, elected chairman of central region of AAAA; William A. Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, vice chairman, and Larry Wherry, president of Wherry, Baker & Tilden, secretary-treasurer. All are from Chicago. Ten governors were also elected.

- Howard Fisher, radio-tv director of Rogers & Smith, Dallas, named vp and executive director. Sheldon Kaplan, assistant radio-tv director, replaces Mr. Fisher as director.

- Mrs. Madeleine F. Brown appointed media director of Clarke, Dunagan & Huffhines, Dallas.

- T. Bruce Craig, partner of Craig & Webster Adv., Lubbock, Tex., died March 27 following heart attack in Lubbock.

- J.G. Waltjen assumes presidency of newly-formed Waltjen Assoc., advertising firm located at 2103 N. Charles St., Baltimore, Md. Company will handle advertising for newspapers, magazines, tv-radio stations as well as offer marketing and public relations services.

- Paul Freyd, past three years special consultant of BBDO, N.Y., named director of marketing, replacing Ralph Head, resigned.

- Daniel M. Gordon, media director of Donahue & Coe, N.Y., has resigned, effective April 15.

- Adrian Taylor, formerly of Maxwell Assoc. Inc., Phila., appointed art director of Foote, Cone & Belding, S.F.

- James Veitch Jr., formerly of Erwin Wasey, Ruthrauff & Ryan, N.Y., to Advertising Counselors of Arizona, Phoenix, as creative supervisor.

- Arthur Sawyer, formerly media buyer of Young & Rubicam, S.F., to Johnson & Lewis, that city, as media director.

- James E. Clark, formerly of Benton & Bowles, to Ted Bates & Co., N.Y., as art director.

- Doc Williams, formerly air personality of WADC Akron, Ohio, named vp of Stalker Agency, that city.

- Eric Ray, formerly art director of Pickett & Eckel, L.A., to Recht & Co., Hollywood, in similar capacity.

- Sidney G. Koss, formerly executive manager and principal of Bander-Koss & Assoc., Hollywood, to Robin, Lee & Arnold, Beverly Hills, Calif., as merchandising-promotion director.

- Robert M. Grebe, trade news editor of ABC since September 1955, appointed director of public relations for Television Bureau of Advertising, effective April 27.

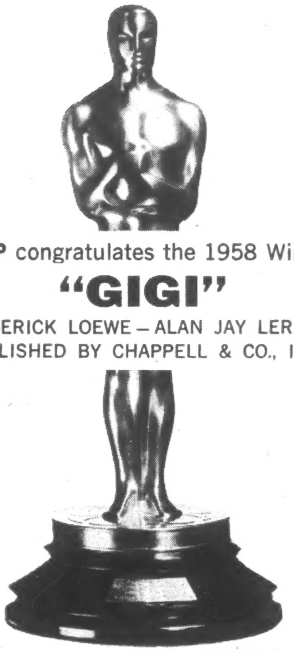
- Barbara Downtain, formerly of Bozell & Jacobs, Indianapolis, appointed publicity director of Powell, Schoenbrod & Hall, Chicago.

- Marilyn Doorley, radio-tv timebuyer in Los Angeles office of Doyle Dane Bernbach, promoted to media director.

- Sol Katz, assistant director of research, Donahue & Coe, N.Y., promoted to director of research.

- Joe Reda, formerly of Grey Adv., appointed account executive of Morse International Inc., N.Y., on Vicks cough syrup, Formula 44 and Vicks nasal spray; John J. Archibald, pre-

ASCAP SALUTES THE OSCAR WINNERS



ASCAP congratulates the 1958 Winners

"GIGI"

FREDERICK LOEWE—ALAN JAY LERNER
PUBLISHED BY CHAPPELL & CO., INC.

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ASCAP Academy winners since 1934:

1934—"The Continental"—Con Conrad, Herbert Magidson
1935—"Lullaby of Broadway"—Harry Warren, Al Dubin
1936—"The Way You Look Tonight"—Jerome Kern, Dorothy Fields
1937—"Sweet Leilani"—Harry Owens
1938—"Thanks for the Memory"—Ralph Ranger, Leo Robin
1939—"Over the Rainbow"—E. Y. Harburg, Harold Arlen
1940—"When You Wish Upon A Star"—Ned Washington, Leigh Harline
1941—"The Last Time I Saw Paris"—Jerome Kern, Oscar Hammerstein 2nd
1942—"White Christmas"—Irving Berlin
1943—"You'll Never Know"—Harry Warren, Mack Gordon
1944—"Swinging On A Star"—James Van Heusen, Johnny Burke
1945—"It Might As Well Be Spring"—Rodgers and Hammerstein
1946—"On the Atchison, Topeka and Santa Fe"—H. Warren, J. Mercer
1947—"Zip-A-Dee-Doo-Dah"—Allie Wrubel, Ray Gilbert
1948—"Buttons and Bows"—Jay Livingston, Ray Evans
1949—"Baby, It's Cold Outside"—Frank Loesser
1950—"Mona Lisa"—Ray Evans, Jay Livingston
1951—"In the Cool Cool Cool of the Evening"—H. Carmichael, J. Mercer
1952—"Do Not Forsake Me, Oh My Darlin'"—Dimitri Tiomkin, Ned Washington
1953—"Secret Love"—Sammy Fain, Paul Webster
1954—"Three Coins in the Fountain"—Sammy Cahn, Jule Styne
1955—"Love is a Many Splendored Thing"—Paul Francis Webster, Sammy Fain
1956—"Whatever Will Be, Will Be" ('Que Sera, Sera')—Ray Evans, Jay Livingston
1957—"All The Way"—Jimmy Van Heusen, Sammy Cahn

viously of J.M. Mathes Inc., appointed account executive on Vicks VapoRub and VapoStream; Richard D. Falcon to service Vicks cough drops, Lavoris and Vick Canada; Richard L. Heffner assigned to Vicks throat lozenges, inhalers, Va-tro-nol and Bio-Medic throat discs.

• Peter A. Krug, formerly radio-tv director of Calkins & Holden to BBDO, N.Y., as tv account executive on United States Steel Corp.

• Mel Bruning, formerly in advertising department of WFGA-TV Jacksonville, Fla., to Bacon, Hartman & Vollbrecht, that city, as senior account executive.

• Lewis W. Ground named account executive and media-production manager, Couchman Adv., Dallas. Other Couchman appointments: Mrs. Jeane Striegel, formerly in Hollywood office of Benton & Bowles, to head of media planning and research, and Mary Lou Ashburn, with agency since 1955, to director of financial operations.

• Charles M. Bucklin, formerly of Massachusetts Dept. of Commerce, to Boston office of Kenyon & Eckhardt as account executive.

• Bo Munday, previously of Leo Burnett, Chicago, to Ted Bates, N.Y., as account executive.

• Frank M. Leonard, director of public relations for Campbell-Ewald, N.Y., to Dancer-Fitzgerald-Sample, that city, in similar capacity.

• Carroll L. Cheverie, formerly director and treasurer of H. B. Humphrey, Alley & Richards, to Clinton E. Frank, Chicago, as treasurer.

• J. Riley Thompson, formerly of Lennen & Newell, to Warwick & Legler, N.Y., as account executive.

• Robert G. Debnam, formerly account representative in Los Angeles office of J. Walter Thompson, to Young & Rubicam's Los Angeles office as account executive on Eastside beer (Pabst Brewing Co. subsidiary).

• James R. Thompson, formerly sales promotion manager of Polymer chemicals division of W.R. Grace & Co., to Hazard Adv., N.Y., as account executive on plastic and resins division of American Cyanamid Co.

• Tom Casey, Tatham-Laird, Chicago, appointed account supervisor on General Mills' Surechamp dog food and Spratt's pet foods; Hugh Wells, group copy supervisor, named director on Toni creative group, and John Jameson Jr., copywriter, appointed group copy supervisor on National Homes Corp. account.

'Beau Hubbell' • Hubbell Robinson (l), executive vice president of CBS-TV, New York, accepts a plaque from Bernard J. Miller, publisher of *Gentlemen's Quarterly,* as that magazine's "Fashion Personality of the Month" for April. Mr. Robinson's suits are not by video-tape but by Dunhill Tailors, N.Y.

• Peter Penizotto, formerly creative writer of Howard Swink Adv., Marion, Ohio, to Spitz Adv., Syracuse, N.Y., in similar capacity.

• John Jameson Sr., retired copy chief of Tatham-Laird, Chicago, retained to work on "special assignments."

• Laird Koenig, formerly copywriter of BBDO, L.A.; Hal Silverman, art director, formerly, Y&R, L.A.; Jim Creighton, formerly public relations officer of Canadian Broadcasting Corp., and Leslie Foster, art director, formerly, Studio Artists, L.A., have joined Los Angeles office of Erwin Wasey, Ruthrauff & Ryan.

• Martin W. Smith, formerly of Tv Features, N.Y., to Gardner Adv., St. Louis as radio-tv copywriter.

• Jane T. Darden, formerly time buyer of Frank Bull & Co., L.A., to Charles A. Mottl, Beverly Hills, Calif., as media buyer.

• Hal Dickens, formerly vp in charge of merchandising, Edward H. Weiss, to Tatham-Laird, Chicago, in its merchandising department. Other T-H appointments: Roger W. Strecker, advertising manager, Cities Service Oil Co., as account executive on Procter & Gamble's American Family Products and Mr. Clean-Canada; Kent Westrate, formerly of Weiss, account executive on General Mills' Betty Crocker muffin mixes and Whitehall Labs; Art Watson, formerly of Weiss, account executive on GM's Surechamp dog food and Spratt's pet foods; Myrna McCauley, formerly of Foote, Cone & Belding, as copywriter in Campbell-Swanson and General Mills creative groups; James Mantice, previously creative group head of Fulton, Morrissey Co., as copywriter, and Dale Taylor, formerly of Pillsbury Mills and *Chicago Tribune*, to creative research department.

• Robert Larimer, formerly copywriter of McCann-Erickson, and Arch Nadler, formerly of Remington Rand, to Benton & Bowles, N.Y., as copywriters.

• Barry Blau, formerly of Huber Hoge & Sons, and Erwin Greenblatt, previously of Grey Adv., to copy department of Sullivan, Stauffer, Colwell & Bayles, N.Y. Byron Gibbs, formerly of Johnson Roth Assoc., to SSC&B art department.

Networks

• Hank Warner, general manager of press information of CBS-TV and previously director of press information, ABC, named director of press information, CBS-TV.

• Eugene H. Alnwick and Philip D'Antoni, account executives of MBS, promoted to administrative manager of network sales and division manager, respectively.

• Philip Luttinger, previously director of media and research, Bresnick Co. Adv., Boston, appointed research projects supervisor of CBS-TV.

• Art Foley, with ABC Press information department since 1955, promoted to ABC trade press editor, effective April 27.

• Ira DeLumen, director of administrative services, CBS-TV Operations Dept., appointed to new position of sales service manager, production sales, same department.

• John M. Wilkoff, formerly of Screen Gems in charge of presentations for national sales department, to CBS-TV, N.Y., in sales promotion and advertising department as sales presentation copywriter.

Stations

Mr. Swanson

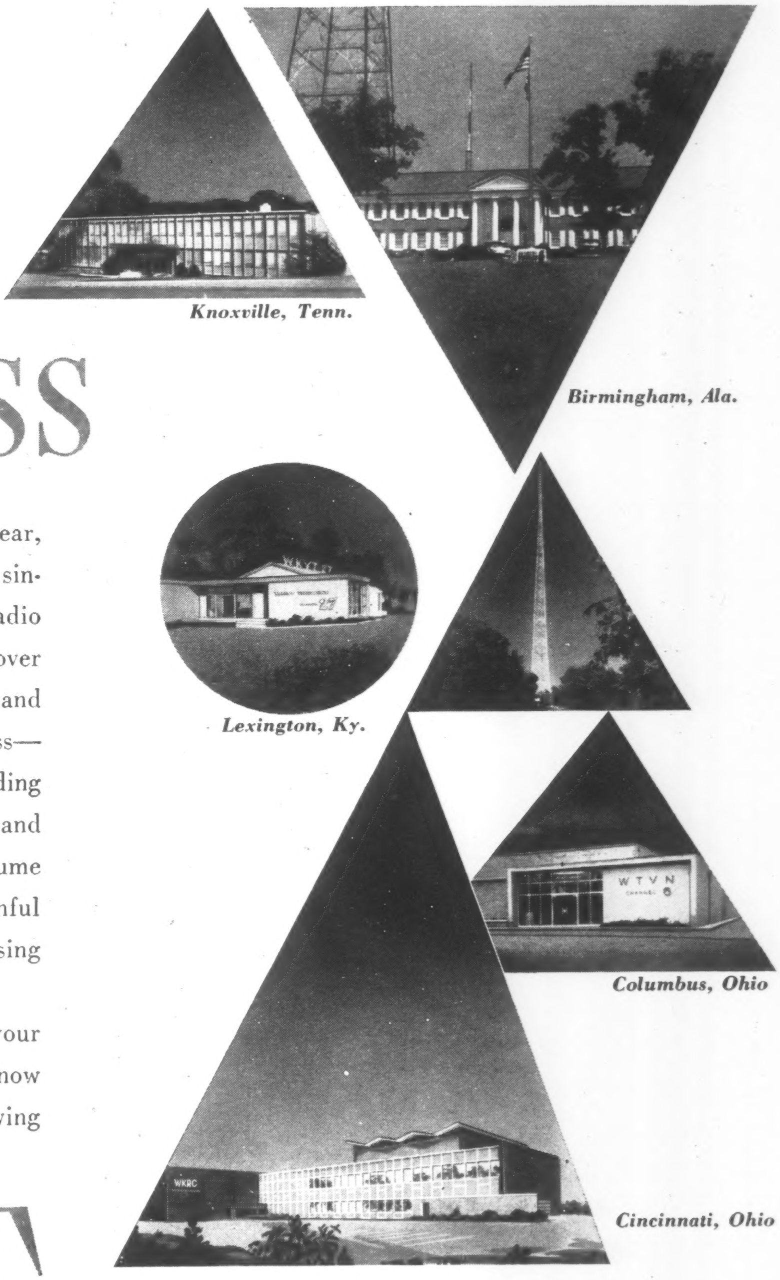
• William D. Swanson, general manager of KTUL-TV Tulsa, Okla., named vp of Tulsa Broadcasting Co. (KTUL-AM-TV). Mr. Swanson was previously sales and commercial manager of KTUL-TV.

• Joe Thompson, formerly general

this is progress

THE TAFT STATIONS . . . yesteryear, one radio station broadcasting in a single market; today nine influential radio and television stations reaching over 8,000,000 people in key Mid-West and Southern markets. This is progress—progress in building and expanding modern new broadcasting stations and facilities; progress in a growing volume of business; and progress in gainful results achieved for an ever increasing number of advertisers.

If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.



Knoxville, Tenn.

Birmingham, Ala.

Lexington, Ky.

Columbus, Ohio

Cincinnati, Ohio

the TAFT radio and television stations

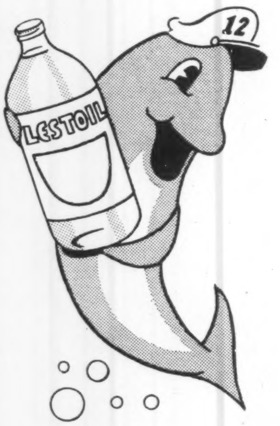
WKRC-TV Cincinnati, O. | **WKRC** RADIO and FM | **WTVN-TV** Columbus, O. | **WTVN** RADIO and FM | **WBIR-TV** Knoxville, Tenn. | **WBIR** RADIO and FM | **WBRC-TV** Birmingham, Ala. | **WBRC** RADIO and FM | **WKYT-TV*** Lexington, Ky.

Sales Representatives: The Katz Agency, Inc., *The Young Television Corp. Sales Office: Radio Cincinnati

"JAXIE" says—

LESTOIL

Cleans Up With Spots



Lestoil has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes.

Heavy spot saturation is being used to introduce Lestoil in this new market and these spots—combined with WFGA-TV's top programming — will provide strong selling power for Lestoil's fine all-purpose liquid detergent.

"Jaxie" is proud to have Lestoil and the Jackson Associates, Inc. advertising agency on its growing list of prestige advertisers.

NBC and ABC Programming
Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S
COLORFUL STATION

manager of KHEY El Paso, to KINT, that city, as general manager. Other KINT appointments: JERRY CARR, formerly d.j. of KHEY, FRED CARR, formerly d.j. of KHEY, and PAT O'DAY, formerly d.j. of KLYN (now KIXN), all d.j.s.

Mr. Constant

• A. H. (AL) CONSTANT, general manager of KBAK-TV Bakersfield, Calif., appointed to newly-created post of station manager, KRON-TV San Francisco, owned by Chronicle Publishing Co. Mr. Constant will continue as vp of Bakersfield Broadcasting Co. (KBAK-TV), which is subsidiary of Chronicle. EDWARD R. TABOR, general sales manager of KBAK-TV, succeeds Mr. Constant as general manager.

Mr. Gittleson

• NORMAN GITTLESON, executive vp-general manager of WMUR-TV Manchester, N.H., has resigned as result of station's ownership change (BROADCASTING, Feb. 9.) Mr. Gittleson came to WMUR-TV in 1955 after four years with WJAR-TV Providence as general manager.

• DON MENARD and ROBERT DOTY named national sales manager and local sales manager, respectively, of WTVT (TV) Tampa-St. Petersburg. Mr. Menard was previously local sales manager of WTVT while Mr. Doty was program manager.

• GORDON HELLMANN, director of sales development for Transcontinent Television Corp., promoted to director of advertising & sales promotion for tv and radio stations operated by Transcontinent. (WGR-AM-TV Buffalo and WROC-TV Rochester, both New York; WNEP-TV Scranton, Pa., and WSVA-AM-TV Harrisonburg, Va.).

• HAL SHADE, formerly operations manager of KONA-TV Honolulu, T.H., named general manager of KBAM Longview, Wash.

• DALE COWLE, formerly promotion manager of KDAL-AM-TV Duluth, Minn., named executive vp and general manager of KBIZ Ottumwa, Iowa. DON LEMASURIER succeeds Mr. Cowle as promotion manager of KDAL-AM-TV.

• ROBERT H. VAN ROO, formerly promotion-publicity manager and news director of WXIX (TV) Milwaukee, to WTCN-AM-TV Minneapolis-St. Paul as promotion manager, succeeding GEORGE LORD, named merchandising director.

• ED STUDNEY, chief announcer of WWDC-AM-FM Washington, appointed production manager. Other WWDC appointments: M.L. MOSTYN, field engineering supervisor, to studio engineering supervisor, succeeding DAVID RITCHLEY, who joins RCA, and PERRY B. WHITE to engineering department.

• NORMAN POSEN, formerly of WHMS Charleston, W.Va., named sales manager of WCAW, that city. Other WCAW appointments: PAUL HOWARD, formerly of WCUE Akron, Ohio, to program director; SHERMAN (NEMO) NEARMEN, formerly of WHMS, to account executive, and KEN WARREN to air personality.

• ELIZABETH RUDDY LYNETT, 56, co-owner of WEJL Scranton, Pa., and co-publisher of *Scranton Times*, died April 2 in Mercy Hospital, that city.

• KEN MAYER, 40, news manager of WFBM-AM-TV Indianapolis, died April 1 following heart attack in station's studios. Mr. Mayer, veteran of nearly 20 years in radio-tv news reporting, had previously been with WCAU-AM-FM Philadelphia.

• VAN CONTE, sales service manager of KTTV (TV) Los Angeles, promoted to new post of commercial operations manager, responsible for both traffic and sales service departments. CHARLES DARGAN, sales service department, named assistant commercial operations manager. ROBERT MCDANIEL has been added to sales service staff.

• CHARLES E. HINDS JR., formerly program manager of WXIX (TV) Milwaukee, to WBBM-TV Chicago as program director.

• RICHARD E. TURRELL, member of farm bureau of Otsego County (N.Y.), named farm program director of WDOS Oneonta, N.Y.

• W.T. RABE, public information director of U. of Detroit, named program director of WDTR (FM)-WTVS (TV) Detroit. RON BLACK, director for U. of Detroit studios of WTVS, named acting production manager of WDTR.

Small world

Possibly the longest job transfer in American radio history begins April 20 when Len Stein, business manager of KUAM Agana, Guam, leaves for his new post as general manager of WSTA St. Thomas, Virgin Islands, more than 8,000 miles away. Guam is the westernmost U.S. outpost while the Virgin Islands are the easternmost U.S. territory.

- **Robert V. Jones**, formerly news director of WASK-WFAM-TV LaFayette, to WGL Ft. Wayne, both Indiana, in similar capacity.

- **Richard L. Gravel**, national sales manager of WTAG-AM-FM Worcester, Mass., named commercial manager.

- **Paul Sommerkamp**, sports director of WCKY Cincinnati, promoted to news editor, replacing **John Murphy**, resigned. Joining station as newsmen are **Tom Jones**, from WAKY Louisville, Ky., and **Jim Harper**, from WTRX Bellaire, Ohio.

- **Gene Stewart**, with KOCO-TV Enid, Okla., since 1958, named art director.

- **Art Kevin**, formerly chief announcer of KGLA (FM) Los Angeles, appointed public service director, KEZY Anaheim, Calif.

- **Thomas Papich**, formerly of KDAY Santa Monica, Calif., named Los Angeles sales manager of KFOX-AM-FM Long Beach, Calif. **William Reitmann**, formerly of KGFJ Los Angeles, to KFOX as account executive in Los Angeles office.

- **Cabot Lyford**, formerly producer-director of WGBH-TV Boston, named program manager of WENH (TV), Durham, N.H., U. of New Hampshire's non-commercial educational station.

- **Dave Dyke**, formerly news director of WAXX Chippewa Falls, Wis., to KETV (TV) Omaha, Neb., in similar capacity.

- **Bob Gregory**, formerly news director of KRDO-AM-TV Colorado Springs, named news director of KTUL Tulsa, Okla.

- **Jim Hobbs**, program director of WSPA-TV Spartanburg, S.C., promoted to assistant manager in charge of programs and operation.

- **William S. Fuhrmann**, formerly in media department of Campbell-Mithun, Minneapolis, to sales promotion and research department of WCCO, that city. **Franklin Hobbs**, formerly radio-tv director of Warner Bros. Pictures' promotion department, to WCCO as air personality.

- **Calvin H. Mann** promoted from commercial to assistant manager of KVOS Bellingham, Wash. **Allan Swift** promoted from announcer to operations director of KVOS.

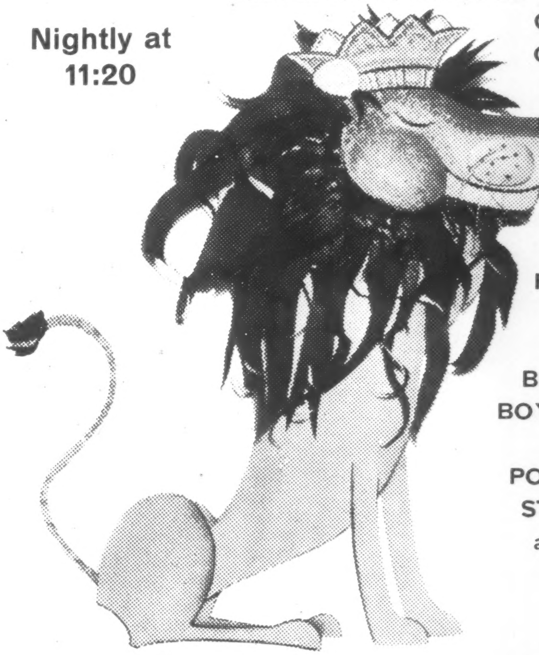
- **Richard C. Fellows**, formerly general manager and part owner of WWIL Ft. Lauderdale, to WPDQ Jacksonville, both Florida, as operations manager in charge of programming.

- **George Brooks**, formerly manager

Rochester, N. Y. Viewers RAVE
As The M-G-M Lion ROARS

Every night of the week CHANNEL 10 Viewers are being treated to the greatest Hollywood pictures featuring the cream of Hollywood stars! Such brilliant names as:

Nightly at 11:20



GABLE, GARBO, SINATRA, TAYLOR, GARLAND, TRACY, GARDNER, TURNER, ROONEY, ROGERS, FONTAINE, BERGMAN, BOYER, PIDGEON, SOTHERN, POWELL, LOY, STANWYCK and Many, Many More!

60 ACADEMY AWARD WINNERS

260 NOMINATIONS FOR ACADEMY AWARDS

There's NEVER Been A Finer Opportunity
For Really Choice Spot Availabilities

CHANNEL 10 WHEC-TV WVET-TV

BASIC CBS

WVET-TV BOLLING CO. INC. • WHEC-TV EVERETT McKINNEY CO. INC.

WORLD'S FIRST BROADCASTING STATION
founded by
CHARLES D. HERROLD
IN CONTINUOUS OPERATION SINCE 1909
FN - 1909 KQW - 1921 KCBS - 1949
From the fifth floor of this building - 50 years ago - Charles D Herrold and his staff pioneered in making voice radio broadcasts on a regular schedule. Using actual equipment displayed here, they transmitted news and music to an audience as far away as 900 miles
From the Perham Electronic C the New Almaden Museum
Displayed by American Trust Compa n Anniversary of Broadcasting' in co-operation with Sigma Delta Chi of S ege and KCBS Radio.

The world's 'first' • Maurie Webster (l), general manager of KCBS-AM-FM San Francisco, Jules Dundes (c), vice president of CBS Radio, and Arthur Hull Hayes, president of CBS Radio, stand before a 1909 facsimile, reconstructed from original parts, of the world's "first" broadcasting station (BROADCASTING, Feb. 16). KCBS, affiliated with CBS, claims that its predecessor is a radio school run by Charles David Herrold 50 years ago in the Garden City Bank Bldg. (now the American Trust Bldg.). On April 3, a plaque, commemorating the bank's lobby as the birthplace of radio broadcasting, was placed. Among congratulatory letters was one from the White House, signed by News Secretary James Hagerty on behalf of President Eisenhower.

of KMRS Morris, to KOTE Fergus Falls, both Minnesota, as sales manager.

• THOMAS J. MURRAY, formerly general manager of WKAZ Charleston, W.Va., to WWIN Baltimore as account executive.

• JAMES F. KEOUGH, formerly account executive of WDRC Hartford, Conn., to WFEA Manchester, N.H., in similar capacity.

• HILLIS BELL JR., account executive of KAKC Tulsa, Okla., to KIOA Des Moines, Iowa, in similar capacity, effective April 15.

• DICK SCHOFIELD, for past two years general manager of KVSM San Mateo, Calif., has joined KABC Los Angeles as account executive.

• PIERCE H. YOUNG, formerly account executive of Adam Young, N.Y., station representative, to WGN Chicago sales staff.

• EDWIN J. TURNER, formerly producer-director of WHAS-TV Louisville, Ky., to WJZ-TV Baltimore in similar capacity.

• HOMER WELCH, formerly production manager and program director of KGW-KEX-FM Portland, Ore., to KCBS-AM-FM San Francisco writing, production and direction staff. Other KCBS appointments: JACK SAMPSON promoted to assistant producer, and ROBERT COCHRAN named national sales representative.

• JIM PATTERSON resigns as executive producer of KRCA (TV) Los Angeles to become producer of daily hour-long variety program, *The Giroux Show*, which began on KRCA April 6.

• MERRITT BLAKE, graduate of Principia College, St. Louis, joins KTTV (TV) Los Angeles as sales assistant to account executive. Other new sales assistants: GERRY VELONA, promoted from station's commercial announcement department; ROBERT DICKENSON, from UCLA; BEN COOK, from sales promotion of Corning Glass, Corning, N.Y., and DICK VENEMAN, from Mexico City College.

• DOROTHY LOMBARDO, sales service supervisor of WPIX (TV) New York, appointed sales service manager.

• JERRY LIPMAN, formerly account executive of WCAR Detroit, to WJR, that city, on its sales staff.

• JACK PATRICK, formerly air personality of WAAB Worcester, Mass., to WFEA Manchester, N.H., in similar capacity.

• E. ROBERT LISSIT, formerly news writer-editor of WBBM-TV Chicago, to KYW-TV Cleveland as news supervisor.

• DAVE LOCKWOOD, formerly air personality of KRUX Glendale, to KOOL Phoenix, both Arizona, in similar capacity.

• DAVE SHAY, formerly of WOW-TV Omaha, Neb., to WMT-TV Cedar Rapids, Iowa, as newsman.

• JOHN MILHAUPT, formerly photographer of *Grand Rapids* (Mich.) *Herald*, to WOOD, that city, in similar capacity.

• GLENN HARDY, newscaster on Don Lee network for 22 years before retiring two years ago, to KBIF Fresno, Calif., with daily 15-minute newscast.

• ART ATHENS, formerly of WMGM New York, to KGHM Brookfield, Mo., as air personality.

• JOE VAN, formerly air personality of WDSU-AM-FM New Orleans, to CKLW Detroit-Windsor, Ont., in similar capacity.

• PHIL GAINES, formerly announcer of WMAL-TV Washington, to WWDC-AM-FM, that city, as air personality.

• FRANK H. WILSON, formerly newsman of WRVA-AM-FM Richmond, Va., to WTOP-AM-FM Washington in similar capacity.

• VAN LANE, formerly sports director of WDOK-AM-FM Cleveland, to WHK-AM-FM, that city, as sportscaster, specializing in horse racing results.

• FRANK KAHN, formerly of ABC, N.Y., to WASA Harve de Grace, Md., as staff announcer.

• ROBERT HERZOG, formerly news director of WXIX (TV) Milwaukee, to WISN-TV, that city, as newscaster.

• DUANE BRADY, account executive of WTVN-TV Columbus, Ohio, named newscaster for new weekday WTVN-TV program, *Rambler Reporter*.

• HAL MURRAY, formerly of KLIF Dallas, to KILT Houston as air personality.

• JOAN HINMAN named meteorologist of WJXT (TV) Jacksonville, Fla.

• JIM MILLS, Chicago freelance air personality, signed by WCFL, that city, for new nightly musical series.

• MAURY MAGILL, formerly air personality of WBBM-AM-FM Chicago, to WITH-AM-FM Baltimore in similar capacity.

• LEE WESTERN joins KIOA Des Moines, Iowa, as air personality.

• WALLY KING, formerly air personality of WJW-AM-FM Cleveland, to KYW-AM-FM, that city, in similar capacity, replacing JOHNNY BELL, who shifts to WINZ-AM-FM Miami.

Representatives

• JOHN G. STILLI, sales manager of KDKA-TV Pittsburgh, appointed account executive of Television Advertising Representatives Inc., N.Y.

• DONALD L. WILKS, formerly of Peter Pan Foundations, to Good Music Broadcasters, N.Y., as radio account executive.

• NINA FLINN, formerly of Webb Assoc. as tv director, named assistant to director of sales development, Bolling Co., N.Y.

Programming

Mr. Cantor

Mr. Bertero

• B. GERALD CANTOR, chairman of National Theatres Inc., L.A., and JOHN B. BERTERO, NT president, appointed to board of directors of National Telefilm Assoc., N.Y., subsidiary of NT. Also named to NT's board were CHARLES L. GLETT and JACK M. OSTROW, National Theatres directors. Mr. Cantor also is president of Cantor, Fitzgerald & Co., Los Angeles investment bankers. Mr. Bertero was named president of NT in October 1958 and has served on company's board since 1952.

• ERIC H. HAIGHT has resigned as vp and treasurer of National Telefilms Assoc., N.Y. Mr. Haight explained that he joined NTA in 1957 to help develop more adequate financial facilities for NTA and this activity was completed with National Theatres' acquisition of NTA. He will serve as consultant to NTA for next several months.

• JACK BERCH, account executive of Transfilm Inc., N.Y., appointed senior vp in tv division.

• ELLINGWOOD (BUD) KAY, story editor of Screen Gems, will join Independent Television Corp., Hollywood, April 20 as executive story editor. He also will be responsible for program development.

• HERB JACOBS, executive vp of Tv Stations Inc., broadcaster organization for purchasing of film programming for member stations, elected president.

• WILLIAM BEAUDINE JR., formerly production manager of MGM-TV, appointed film production manager, Independent Television Corp.; CLAUDE TRAVERSE, formerly of NBC, named tape production manager, ITC, and PHILLIPS WYLLY, previously tv producer of Compton Adv., appointed production assistant and liaison to coordinate film, tape and live activities of ITC.

• FRANK SHEEHAN, formerly of Ziv Television Sales, named western district manager of Arrow Productions, residual sales subsidiary of Independent Television Corp.

• ELLINGWOOD (BUD) KAY, formerly story editor of Screen Gems Inc., named executive story editor for Independent Television Corp., Hollywood.

• MORT STEIN, formerly of Lou Lilly Productions, L.A., appointed manager of new west coast office of Music Makers, musical commercials for radio-tv, at 128 N. Doheny Dr., L.A. Telephone: Hollywood 4-7800.

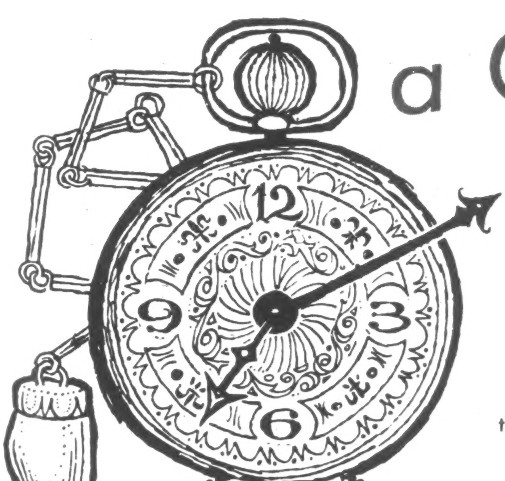
• MICKEY GROSS, formerly studio manager of California Studios, to Fanchon & Marco, booking and production agency of Scott Radio Labs, L.A.

• TOM BUCHANAN, previously of Compton Adv., to Warner Bros. Pictures, Burbank, Calif., in advertising department.

• EDWARD ADAMSON, formerly contract writer of CBS, signed as associate producer and head writer on Four Star Films' tv series, *Richard Diamond, Private Detective*.

• BURT SCHULTZ, formerly of Arthur P. Jacobs Co., to public relations department of National Telefilm Assoc., N.Y.

• ADRIAN SPIES, writer of two original dramas for this season's *Westinghouse-Desilu Playhouse*, "My Father, the Fool," and "Chez Rouge," signed to long-term staff contract to write for this series and other Desilu productions



a Good—
Good Morning

In WILKES-BARRE and HAZLETON is
listening to WILK—and most
everyone does just that

Pulse* proves that more people in Wilkes-Barre—Hazleton Area start the day right by listening to WILK. Wilk has just the right combination of *up-to-the-minute news— eye opening music—and good entertainment.*

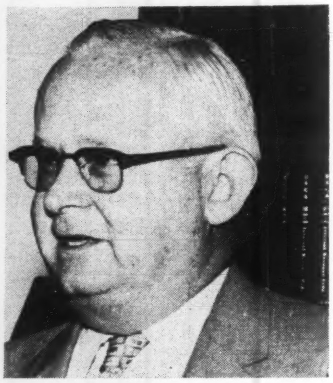
WILK's outstanding programing throughout the day continues to attract the wide-awake listenership which controls the purchasing dollar.

WILK

• Highest power, greatest penetration.
• Lowest cost per thousand.
• Best record of growth.
• Most extensive merchandising support.

Wilkes-Barre, Pennsylvania • Call Avery-Knodel for details
THE ONLY A. B. N. AFFILIATE IN NORTHEASTERN PENNSYLVANIA
Pulse Wilkes-Barre—Hazleton Metropolitan Area—November 1958

Exodus



The expected resignation of Victor R. Hansen as assistant attorney general in charge of the Justice Dept.'s Antitrust Div. (Broadcasting, March 23) was submitted last week, effective in the next two weeks. He said he plans to set up a law partnership in Los Angeles. Robert A. Bicks, assistant antitrust chief, has been mentioned to succeed him.

John W. Gwynne has resigned as chairman of the Federal Trade Commission. It was understood he wants to leave for personal reasons, but no date has been set. His seven-year term normally would expire in September 1960. He has served on the FTC since 1953 and as chairman for 3½ years.

Mentioned as possible commissioners were Earl W. Kintner, FTC general counsel, and Harry A. Babcock, FTC executive director; or the job might go to some GOP congressman defeated in the 1958 elections. Edward T. Tait, an FTC member since 1956, is in the running for next chairman.

and to serve as consultant on new projects.

Equipment & Engineering

- Arthur L.B. Richardson, general counsel and secretary of Sylvania Electric Products Inc., elected vp.

- Rene Snepvangers, formerly chief engineer, Fairchild Recording Corp., Long Island City, N.Y., named director of engineering and George Cohen, factory sales representative, named marketing manager.

- Fred M. Link appointed communications equipment consultant for marketing and product design at RCA, Camden, N. J. He comes from DuMont Labs where he worked on land mobile communications after selling radio company bearing his name.

- Joseph D. Connors, general foreman of Sylvania's Seneca Falls, N.Y., plant since 1954, appointed manufacturing superintendent of that tv picture tube plant.

- Allen B. Pitts, with Sylvania since 1949 at Seneca Falls, N.Y., plant, placed in charge of Sylvania Electronic Tubes' "bonded shield" picture tube manufacturing program.

- Frederick G. Plett, supervisor of industrial engineering at Sylvania's Hillsboro, N.H., semiconductor plant, promoted to manufacturing superintendent.

- Willis C. Beecher, consulting engineer, to Page, Creutz, Steel & Waldschmitt, Washington. Mr. Beecher was formerly with consulting firm of Kear & Kennedy.

- William Paul Novack named supervisor of manufacturing engineering and Carlyle Moore, manager of technical reproductions, technical products division, Packard Bell Electronics, L.A. Mr. Novack was formerly with Foster Transformer Co., Cincinnati, and Mr. Moore, with Stancil-Hoffman, L.A.

- Andreas Kramer, with Audio Devices Inc., N.Y., since 1951, appointed chief engineer of company's subsidiaries, Audiotape Corp. and Audio Manufacturing Corp.

- Earl L. Nissen, formerly export sales manager, Amana Refrigeration Co., Amana, Iowa, appointed consumer products sales manager of Motorola Inc's. international operations. Stuart F. Malcolm, formerly export manager, A.J. Alsdorf Corp., Chicago, named staff assistant to director of operations. Hendrix G. Blue promoted to local advertising manager for all consumer products, Motorola, Chicago. George Mahoney named sales promotion manager for home and automobile radio, and Gloria Miner, advertising production supervisor.

Allied Fields

- Lee Wagner, first publisher of New York *Tv Guide*, to Tv Junior Publications, N.Y., as head of staff for *Junior Tv*, monthly magazine.

- Philip M. Bottfeld, Benton & Bowles, N.Y., account executive and member of merchandising committee, has resigned to establish his own business as marketing and communications consultant.

- Joseph W. Walsh, formerly of Kenyon & Eckhardt, named director of premium sales co-ordination of Broadcast Specialty Co., N.Y., contest promotion company for radio-tv.

- William J. Harris, Dallas, was elected vp of American Federation of Musicians AFL-CIO, succeeding Charles L. Bagley, L.A., retired. Charles L. Kennedy, president of AFM's San Francisco local, elected to AFM board to fill vacancy created by Mr. Harris' promotion to vp.

- Bill Griffiths resigns as assistant general manager of WELM Elmira, N.Y., effective April 15 to become sales manager of John D. Mavor, Horseheads, N.Y., national homes dealer.

- Dr. Edward Lester Lloyd, 55, until last year executive vp of A.C. Nielsen, Chicago, died March 30 in his home in Oxford, England. After leaving Nielsen, Dr. Lloyd established office in London as business consultant.

Government

- Ralph H. Garrett, FCC engineering staff member since 1945, appointed chief of aural, new and changed facilities branch of Broadcast Bureau's broadcast facilities division.

International

- George S. Bertram, advertising manager of Swift Canadian Co. Ltd., Toronto, Ont., re-elected president of Bureau of Broadcast Measurement, Toronto, co-operative research organization. Directors elected were: W. H. Erskine, vp and managing director of J. Walter Thompson Co. Ltd., Montreal; Ernest T. Gater, vp, Sterling Drug Mfg. Ltd., Aurora, Ont.; Ralph T. Snelgrove, president, CKBB Barrie, Ont.; T. Ralph Hart, vp and radio-tv director of Spitzer & Mills Ltd., Toronto; and W. Clifford Wingrove, assistant manager, CFPL-TV London, Ont.

MEDIA NOT COMMUNICATING?

SDX panel says public short-changed quality or quantity of information needed

The U.S. public is not receiving the information it needs from the communications media.

This was the general conclusion reached by a panel appearing on the second portion of *The Great Challenge* series dealing with the informational media over CBS-TV on April 5 (2:30-3:30 p.m.). The only dissenter was Charles A. Sprague, editor-publisher of the *Oregon Statesman*, Salem, Ore., and former governor of that state, who insisted the public is "getting it (information) more in quantity and better in quality than ever before."

Those on the panel who questioned the adequacy of information relayed to the public were Arthur Schlesinger Jr., professor of history at Harvard U.; Robert D. Swezey, executive vice president and general manager of WDSU Broadcasting Corp., New Orleans and James Reston, chief of the Washington bureau of the *New York Times*. James Hagerty, Presidential news secretary, hedged, saying he was "not sure."

The Deficiencies • Eric Sevareid, CBS commentator, who served as moderator, asked the panel to describe the kind of news the public was not receiving, both qualitatively and quantitatively. Mr. Schlesinger pinpointed these areas as communist China and nuclear tests, including fall-out.

Mr. Reston asserted there was a definite deficiency in coverage of "social and cultural news" and cited as an example of sparse coverage a speech by educator Robert Hutchins analyzing the problems of society as a whole. Mr. Swezey said the public is not "getting sufficient information on how our government is being run" and said he personally was "concerned about defense budgets." He added that as "a television man," he felt "very sensitive" that the medium was not able to cover Congress or committee hearings.

Mr. Hagerty replied to the criticism centering around Red China by saying that he personally would like to see trained American newsmen reporting from Red China. But since the decision of the U.S. Government is to ban Americans from Communist China, he would abide by it.

Mr. Sprague was asked how his readers can be helped when "conflicting statements" are issued by well-known individuals on vital subjects, such as the U.S. defense position. He replied that public opinion often was divided on significant issues but added that for the most part, most of the people "are inclined to accept the decision of those who have official responsibility, which is the President."

Mr. Reston made the point that more and more, the Washington correspondent has to rely on Congressional committees to disclose news but said he believed that as a result news "comes out now in a greater flow."

Government Suppression • The panel generally agreed there was a tendency on the part of defense units in the government to put the label of "national security" on information they wanted to withhold. Mr. Hagerty agreed, but pointed out that on occasions, when the Government is in the process of formulating a policy or decision, there is considerable study and work before the policy or decision is completed. Even though a newsman learns of a segment of this story, Mr. Hagerty reported, he will not discuss it until it is approved by the President.

Mr. Swezey reported that Mr. Hagerty was not giving radio-tv sufficient credit for the amount of news coverage and analysis of the news in depth that actually is carried on the air. He said that, compared to other news media, radio and television are doing "a very good job" but conceded that, like the newspapers, they are not doing "the full job."

RKO Teleradio earnings on the rise

The RKO Teleradio Div. of General Tire & Rubber Co. had "one of the finest quarters in its history" with a profit of about $1.7 million, William O'Neil, president of GT&R, told the Company's stockholders in Akron last week. Earnings for the parent company for the first quarter ended last Feb. 28 were reported at a record $6,034,547, equal to $1.16 per common share, compared with $1,754,124, or 30 cents a share for the comparable 1958 quarter.

No breakdown was available of income from the various stations the RKO Teleradio Division owns and operates: WOR-AM-FM-TV New York, WNAC-

Variety
spices
WFBM
programs

pulls
"First All Day"
*rating!**

***"Most listened to"**... and hottest of any as indicated by recent audience studies!

Top personalities and *best news coverage*... local, plus world-wide through exclusive Washington News Bureau. Every reason to place saturation spot campaigns where you reach an even greater *cumulative* audience.

Check WFBM first—where every minute is a selling minute!

*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June 19, 1958

to sell the most Hoosiers be sure your product is cooking in the hottest pot!

1260 RADIO
WFBM
INDIANAPOLIS

Represented Nationally by the KATZ Agency

Headliners' silver anniversary awards • Broadcasters received their silver medallions from the National Headliners Club at Atlantic City, N.J., April 4.

(L to r): Duncan Mounsey, executive vice president-general manager, WPTR Albany, N.Y.; Leon Drew, program director, KMOX-TV St. Louis, Mo.; Joe K. Phipps, director of news operations, WWDC Washington; Ralph Squillace, president, Atlantic City Press Club; John P. Cosgrove, BROADCASTING, who edited SHRDLU, 50th Anniversary history of National Press Club; Herbert Morrison, news director, WTAE (TV) Pittsburgh, Pa.; Al Owen, toastmaster, WOND Atlantic City; Paul Bruck, CBS News cameraman; Ralph Paskman, CBS News; Dick Elliott, reporter, WJJD Chicago; Marty Ross, program manager-news director, WPTR Albany, and Keith M. Jackson, sports editor, KOMO-AM-TV Seattle.

KMOX-TV was given the "Public Service by a Tv Station" award for its local and national affairs programs, *Eye on St. Louis* (Monday-Friday 10:15-10:30 p.m.) and *Close-Up* (half-hour weekly). This inadvertently was omitted from the story in last week's BROADCASTING (April 6).

AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, WHBQ-AM-TV Memphis, WGMS-AM-FM Washington and The Yankee Network.

IUE complains to FCC as 5 stations ax film

Five television stations last week found themselves in the middle of a dispute between the International Union of Electrical, Radio & Machine Workers (AFL-CIO) and General Electric Co.

The cause: A 30-minute IUE film on industry decentralization and resultant unemployment. This was found too controversially one-sided by WABC-TV New York (but WABC-TV ran the film at 11 p.m. Thursday night); WMAR-TV Baltimore, WTOL-TV Toledo, WLWD (TV) Dayton, Ohio, and WLWA (TV) Atlanta, Ga.

The result: IUE President James B. Carey filed with the FCC an official complaint against the stations, charging "arbitrary censorship."

Cast as Villain • The half hour film, entitled "Help Wanted," deals with unemployment resulting from decentralization policies of major electrical companies. It singles out General Electric as a prime example of this trend.

The union bought 30 minutes on 26 tv stations, but five refused to run the film.

Mr. Carey charged in his letter to FCC Chairman John C. Doerfer that the stations accepted the program but later refused to run it. He asked the FCC to "take appropriate action against these licensees to compel them to sell IUE time requested for, and to broadcast, its program."

The IUE president said that the stations' action is "a serious violation of their obligation to broadcast in the public interest."

He continued:

"To reject a program such as 'Help Wanted' on the ground that it is controversial or objectionable is unwarranted censorship, intended to effectuate some editorial prejudice of the stations, if not the commercial and industrial policies of their owners and advertisers."

A spokesman for the FCC said that the complaint had been received and that the stations identified would be asked for their version of the story. This is routine practice, he emphasized, before the Commission can decide what to do about the complaint.

Broadcasters Respond • Executives of the four stations which did not carry the program told BROADCASTING:

Robert E. Dunville, vice president and general manager of Crosley Broadcasting Corp., owner of WLWD and WLWA, said the program was turned down because it violated a Crosley policy of not accepting advertising which is disparaging or negative. Mr. Dunville said he had screened the film himself and found it slanted. He also found objectional, he said, the film's references to GE and its president, Ralph J. Cordiner.

Ewell K. Jett, director of WMAR-TV, said that the film was accepted subject to screening. It arrived Wednesday for Sunday showing, Mr. Jett said, and after screening there was not enough time for the agency to meet with its client to edit out the objectionable features.

Mr. Jett said that he could not approve showing the program because it contained "possible defamatory material."

Commission-Oriented • The Baltimore broadcaster, a former FCC commissioner, emphasized that it is the policy of WMAR-TV to make time available to carry programs of controversial nature. He said WMAR-TV carries the United Steel Workers program the first Sunday of each month. He also said that he offered IUE participation in a future discussion program on unemployment and decentralization.

Frazier Reams, president, WTOL-TV, declared that the film was reviewed by Tom Bretherton, executive vice president; Bob Krieghoff, program director, and himself, and all agreed "that we should not run this film because it was not in the public interest to do so." He added: "We believe we made the

1st PLACE A.R.B.
3-Cup Champion in the MEMPHIS TV MARKET
1st PLACE PULSE
1st PLACE NIELSEN

Channel 3 is First By All Surveys

No wonder in Memphis they say "There's more to see on Channel 3." WREC-TV's combination of the finest local programming and the great shows of the CBS Television network deliver the greatest audience in the Mid-South area. See your Katz man soon.

Here are the latest Memphis Surveys showing leads in competitively-rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. Jan. 12-Feb. 8 '59 (Metro Area)	Pulse Feb. '59 (Metro Area)	Nielsen Dec. 7-Jan. 10 '59 (Station Area)
WREC-TV	**223**	**251**	**259**
Sta. B.	110	109	71
Sta. C	57	19	81

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency best decision, based on the facts and our public obligation."

Mr. Reams pointed out that the film portrayed graphically and with a strong appeal the plight of some of the people who had lost their jobs because of the closing down of plants. He also remarked that there is no GE plant in the WTOL-TV area, and that he knows of no other company operating in this area planning to "decentralize."

The following statement was issued last Thursday (April 9) by Joseph Stamler, vice president and general manager of WABC-TV New York:

"The film, 'Help Wanted,' when originally contracted for by the agency for the client, was done so on the basis that it would be of a non-controversial nature. After being screened by the station, it was found that it was of a controversial nature and judged unacceptable under the terms of the contract. The station suggested to the agency that the film be resubmitted as a 'controversial issue' program, to be reviewed and processed in this light, taking into consideration the policies of the station, as well as those of the FCC, toward a controversial program. The film was resubmitted on this basis and found acceptable for telecasting by the station."

The film was ordered through station reps by the Washington advertising agency of Maurer, Scheubel & Fleischer.

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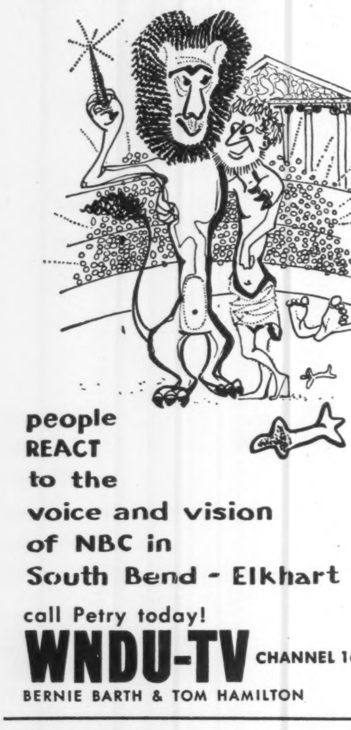

people
REACT
to the
voice and vision
of NBC in
South Bend - Elkhart

call Petry today!

WNDU-TV CHANNEL 16

BERNIE BARTH & TOM HAMILTON

When WABC-TV ran the film last Thursday night, it carried a disclaimer to the effect that the views expressed in the film were not necessarily those of the station itself.

Cool ABC project

ABC Radio plans to give its summertime-product advertisers a boost with "Play It Cool," a 13-week promotion involving both on-air promotion and merchandising aids for marketing departments. Categories to be covered are easy-to-prepare meals, appliances, personal care and overnight trips.

Throughout the summer ABC Radio personalities will speak up for the products, often immediately before or after commercials, and the stations are to supply local-slant promotion.

Acquire Katz stock

Harry Kullen and Charles W. Shugert head a group of employes acquiring the stock of the Joseph Katz Co. of New York. Mr. Kullen has been with the agency for more than 30 years and served as president since the death of Joseph Katz last year. Mr. Shugert is a former vice president of Benton & Bowles and account supervisor on Continental Oil Co. He is executive vice president of the agency. Paul Carpenter is secretary-treasurer of the agency. He formerly was with Grant. Stock was acquired from Mrs. Katz and two sons. The Joseph Katz Co. of Baltimore is associated with the agency.

Mr. Kullen

Mr. Shugert

Streamlined 'avails'

NBC Spot Sales has devised a new form, consolidating data on radio stations it represents, in the hope of simplifying the agency timebuyer's job.

George S. Dietrich, director of NBC Radio Spot Sales, said each station is providing his organization with copies of a standard four-page folder, which contains marketing and programming data in the inside pages. The cover page is to be used as an availability sheet by NBC Spot Sales. Mr. Dietrich said the information in the single folder previously appeared on as many as four separate sheets and buyers often had to ask for more of the sheets.

NEWS COMPLEXITY
Public knowledge gap widens—Mickelson

A combined and constant effort by news makers, media and the public itself will be necessary to narrow the gap, now increasing "steeply," between "the complexity of events of our time and the public's ability to understand them."

Sig Mickelson, vice president of CBS Inc. and general manager of CBS News, called for this three-way attack on what he called the "widening comprehension gap" in a speech prepared for delivery today (April 13) at a joint luncheon of the Texas Assn. of Broadcasters and members of the Texas State Legislature. The occasion is TAB's spring meeting today and tomorrow at Austin.

Mr. Mickelson said television is doing much to "remedy its own shortcomings" in regard to the gap between information and the understanding of it, but that it is being hampered by unjustifiable restrictions—such as the FCC's Lar Daly decision holding that equal time requirements apply to newscasts as well as straight political broadcasts (BROADCASTING, Feb. 23, *et seq.).*

Daly Decision • Carrying on the attack first launched on that decision by CBS President Frank Stanton (BROADCASTING, March 16), he also said FCC's latest Daly ruling—last week, requiring that Mr. Daly as a write-in candidate must prove he was a legally qualified candidate—"Is encouraging in a small way, even though it would probably not apply to primaries." Moreover, he said, this latest ruling "does not alter the bigger picture substantially—a picture in which there are a dozen or even 18 legally qualified candidates for President in a national election."

He said "the ascendancy of television to a role equal to that of newspapers in the electoral process would explain the increasingly large voter turnout that began with the age of television," and that "a blackout of political coverage by television would be a staggering loss to the nation's voters." Just such a blackout "would inevitably occur if television were forced to grant equal time to all candidates in news broadcasts."

The information process, Mr. Mickelson said, "must work all the way up and down the scale from federal government to the smallest local political unit. . . . Concealment of news or its control at any point may give encouragement to those who may wish to control it at some other point, and any concealment of news on any level, except in the interest of national security, denies essential information to a public which, in a democracy, must be informed."

Narrowing the Gap • He outlined

ways CBS is working to narrow the "comprehension gap": "expanding its reporting staff, doing more original reporting and encouraging more specialization among its reporters . . . producing more programs relating to the complex problems of our time and scheduling more of them in maximum audience periods."

But he warned that neither media nor a combination of media and news sources can do the job alone: "A third participant is necessary: the consumer of news—the listener, reader, viewer; in short, the general public. We can program until our image orthicon tubes wear out and our towers crumble; the newspapers can print until their presses disintegrate; but it won't do any good unless the public is interested and has some minimum background for information.

". . . . We must assume that it is not necessary to operate on a kindergarten level and that it is not our function to make everything so palatable and so fascinating that it can compete with westerns, variety shows or panels. There must be some give and take if we are to succeed. This simply means that the schools, the home, the churches, the clubs, the lodges and public meetings have responsibility too, a responsibility for creating a climate in which information is welcomed; indeed, demanded."

He called upon broadcasters to "look to the quality and quantity of your information programs and to the character of the people who produce them," and upon legislators to join with broadcasters in the campaign to open up the sources of news and keep them open.

CBS' Dulles report

A strong defense was voiced last week by Sig Mickelson, CBS vice president and general manager of CBS News, of a report broadcast by CBS Radio on Monday (April 6) that Secretary of State Dulles had decided to resign. Mr. Mickelson's statement was prompted by a comment from Presidential News Secretary James Hagerty that the broadcast constituted "about as irresponsible reporting as I know of. . . . This is not true."

IF YOU'RE
CHARGED WITH
LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
Be ready with our unique
EXCESS INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

Mr. Mickelson delivered his statement last Tuesday (April 7) during the Peabody Awards Luncheon in New York (see story, page 72). He said that Mr. Hagerty had asked CBS News to carry "a correction," but Mr. Mickelson said that "CBS News sees no reason . . . to correct the story that it obtained from a responsible source and which it broadcast in good faith."

Mr. Mickelson pointed out that CBS News did not state or imply that Secretary Dulles had resigned but that sources in Europe said that the Secretary of State has decided to resign.

• Datelines

WASHINGTON • MBS surfaced early in the race to interview crew members of the atomic submarine *U.S.S. Skate* which docked Tuesday (April 7) at Groton, Conn., after a long cruise under the north polar ice cap. While a news crowd waited for the sub to come into port, Mutual caught up with Lt. Bruce I. Meader in Washington, D.C., where he was flown April 3 by helicopter while the sub was still at sea. Lt. Meader had been dispatched to deliver pictures taken during the voyage of the *Skate*. In an exclusive interview for Mutual's *World Tonight* (8:05-8:30 p.m. EST), Lt. Meader described the trip.

SAN FRANCISCO • The report of an escaped cobra snake from a San Francisco snake dealer was revealed as a hoax by KSFO there. Acting on a tip from a listener that a similar incident had happened in Denver, KSFO newsman Aaron Edwards checked with the Denver police and the *Denver Post-Dispatch*. He told the San Francisco police what he had found out: seven years ago in Denver the same thing had happened to the same man.

A deputy located the loser of the snake and had him call Mr. Edwards. The resulting telephone conversation, which indicated a publicity hoax had been perpetrated, was taped, then given to the San Francisco police.

LOS ANGELES • Lloyd Perrin, KMPC Los Angeles newsman, was cruising in a mobile news unit within a few blocks of a gun battle that broke out on Washington Blvd. there. He sped to the scene to find that a policeman had been shot. The newsman's exclusive broadcast from the scene was recorded, repeated on newscasts and sent to other stations.

SEATTLE • KING-TV Seattle has covered a two-week session of the Washington State Legislature. For the live telecasts, said to be the first direct from Olympia, KING-TV interrupted programming and later broadcast a 15-minute summation each evening.

The morning after....

YOUR SALES MESSAGE
HITS THE 50,000 TV HOMES
covered by
KMSO-channel 13
THINGS BEGIN TO HAPPEN
IN WESTERN MONTANA
BECAUSE . . .
KMSO programs the best of all 3 networks . . . plus VIP treatment for ALL commercials.
and that goes for
KGVO RADIO TOO
CBS — ABC — NBC
ask FORJOE or
KMSO-KGVO — MISSOULA, MONT.

One hundred
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Terre Haute
is not covered
effectively
by outside
TV
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WTHI-TV CHANNEL **10** CBS ABC
TERRE HAUTE, INDIANA
Represented Nationally by Bolling Co.,
Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

CBS

WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives

The latest Pulse shows our audience 92% men and women which would seem to make us an adult station. Just in passing, we are also number one in the market.

WEST COAST

Solid fulltime property in one of the most desirable and sought-after areas on the coast. Chance of a lifetime for an owner-operator who wants a good living and a good life. 29% down and long term payment. All cash price . . . $125,000

$150,000

SOUTH

Powerful fulltime facility in one of the nation's top 50 markets. Excellent physical assets. $100,000 cash required, balance on reasonable terms.

$375,000

MIDWEST

Highly successful daytimer in single station market. Showing excellent profits. Will easily pay for itself with 29% down—balance over 5 years.

$100,000

EAST

Excellent facility with solid earnings record in attractive small market. Terms to qualified buyer with $40,000 cash.

$110,000

NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE	MIDWEST OFFICE	SOUTHERN OFFICE	WEST COAST OFFICE
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Changing hands

ANNOUNCED • *The following sales of station interests were announced last week, subject to FCC approval:*

- WERC-AM-FM Erie, Pa.: Sold to Cleveland Broadcasting Co. (WERE-AM-FM-TV Cleveland) by WERC Broadcasting Corp. (Joseph L. Brechner, principal owner) for $270,000. Mr. Brechner has interests in WHMS Charleston, W.Va., WLOS-AM-TV Orlando, Fla. WERC is on 1260 kc with 5 kw, directional antenna, different pattern day and night, and is affiliated with ABC. WERC-FM is on 99.9 mc with 9.7 kw.

- KDAN Eureka, Calif.: Sold to KDAN Inc., owned by James F. Hadlock and Naum Healy, owner of KBUC Corona, Calif., for $225,000 by W.H. Hansen, president and general manager. KDAN is on 790 kc with 5 kw day.

- WETO Gadsden, Ala.: Sold to Airmart Radio Stations Inc. by C.L. Graham (who will retain sole ownership of WANA Anniston and WPID Piedmont, both Alabama) for $85,000. Airmart Radio is equally owned by William R. McDaniel (onetime public relations director for WSM Nashville, Tenn.) and Melvin Lewis. The sale was handled by Paul H. Chapman Co. WETO is on 930 kc with 1 kw, day; and an application is pending before the FCC for an increase to 5 kw.

- WYNN Florence, S.C.: Sold to Joe Speidel III, who owns WOIC Columbia and WPAL Charleston, both South Carolina, by Vernon H. Baker for $50,000. The sale was handled by Blackburn & Co. WYNN is on 540 kc with 250 w, day.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 118):*

- WSOC-AM-FM-TV Charlotte, N.C.: Sold to Carolina Broadcasting Co. by WSOC Broadcasting Co. (E.E. Jones, Hunter Marshall, R.S. Morris and others) for $5.6 million. Carolina Broadcasting Co. is owned by Miami Valley Broadcasting Corp. (WHIO-AM-FM-TV Dayton, Ohio) which is principally owned by the James M. Cox family. Comr. Robert Bartley dissented on the multiple ownership issue.

Other Cox stations include WSB-AM-FM-TV Atlanta, Ga., and 42.5% of WCKT (TV) Miami, Fla. Newspapers in the Cox group are: *Atlanta Journal* and *Constitution, Miami Daily News, Dayton News and Journal Herald* and *Springfield* (Ohio) *News and Sun*.

WSOC-TV is on ch. 9 and is affiliated primarily with NBC-TV. WSOC is on 1240 kc with 250 w and is affiliated with NBC. WSOC-FM is on 103.5 mc with 35 kw.

• WGAY. WAYL-FM Silver Spring, Md.: Sold to Connie B. Gay (interests in WTCR Ashland, Ky., WFTC Kinston, N.C., KITE San Antonio, Tex., and WYLD New Orleans, La.) by Tri-Suburban Broadcasting Corp. for $456,000. Comr. Robert Bartley dissented on the multiple ownership issue. WGAY is on 1050 kc with 1 kw, day. WAYL-FM is on 99.5 mc with 20 kw.

• KCUB Tucson, Ariz.: Sold to Boffard Broadcasting Corp. (Ralph R. Boffard) by Gordon Broadcasting of Tucson for $200,000 and agreement that assignor will not engage in radio business for 5 years within a 25-mile radius of Tucson. KCUB is on 1290 kc with 1 kw and is affiliated with NBC.

• KXII (TV) Ardmore, Okla.: Sold to Texoma Land Television Co. by estate of John F. Easley for $160,000. This grant was conditioned that Texoma may continue to operate KXII (TV) from its existing transmitter site under special temporary authorization only for the time specified in the modified construction permit for completion of construction or additional time as the FCC may allow. The Commission also granted the KXII (TV) application to move the transmitter site and make various equipment changes.

Texoma Land Television will be owned 85% by the same group that owns KADA, KTEN (TV) Ada, Okla., (Bill Hoover and family) and 15% by the selling group. Comrs. Rosel Hyde and T.A.M. Craven abstained from voting. Comr. Robert Bartley dissented on the assignment on the overlap issue.

Day's work

The capture of an armed robber is credited to News Director Bob Scott of KRIZ Phoenix, Ariz., by the local sheriff, according to the station.

Mr. Scott received the tip that a liquor store was being robbed. He arrived at the store as two masked men escaped in an automobile. The news director, after recording the license tags, went into the building to find a third gunman holding a deputy sheriff at gunpoint. Following a brief scuffle, the gun was knocked from the man's hand and Mr. Scott kept him covered while the deputy sheriff left to chase the fugitives. They later were apprehended.

The KRIZ staffer was presented with a plaque and transistor radio by the sheriff for "an unquestionable act of bravery."

KXII (TV) is on ch. 12 and is affiliated primarily with NBC-TV.

• KHON Honolulu, Hawaii: Sold to KHON Broadcasting Co. (H.G. Fearnhead, president) by South Pacific Broadcasting Co., (H.G. Wells Jr., president) for $125,000. KHON is on 1380 kc with 5 kw.

KOMO-TV joins ABC

KOMO-TV Seattle joins ABC-TV as a primary affiliate on Sept. 27, it was announced jointly last week by W.W. Warren, executive vice president and general manager of KOMO-TV and Alfred R. Beckman, ABC vice president in charge of tv station relations. KOMO-TV (ch. 4) became an affiliate of ABC-TV in October 1958, at which time it was announced the station would become a primary affiliate, effective Dec. 10, 1959.

Five indies go MBS

Mutual reports affiliation applications from 17 stations in the past six weeks, five of which (all independents) have been signed. KATR Corpus Christi, Tex., joined last week along with KSIG Crowley, La., and WCBC Anderson, Ind. In March the network added KMRC Morgan City, La., and WELY Ely, Minn.

Teachers endorse etv

A survey of educational television in schools of Washington County, Md., by the local board of education shows that 83% of teachers queried prefer to teach with the aid of tv. These teachers also think the quality of instruction has improved since the advent of the county's closed-circuit etv network.

A random sampling of 2,567 pupils indicates that 58% feel they learn more in a classroom with tv than without. Sixty per cent said they study more and 68% that tv classes require closer attention. Seventy-eight per cent of 520 families in the area favor the etv experiment; 54% said it gives children a better education; 15% said results were poorer.

A warning that etv could be used "in the wrong way" was another conclusion from the survey. Television can emphasize uniformity and "bring on the age of 'Big Brother is watching you'," the report said.

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In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

BETTER SOUND, BIGGER REVENUE

WLW tries high quality approach to am operation, and it works

A new, big-budgeted version of "modern radio" is paying off in larger audiences and more sponsors.

The formula consists of a combination of high-fidelity, low-distortion signals plus easy-listening music.

WLW Cincinnati, a 37-year-old clear-channel station which had been plagued by rating and sponsor troubles during the television era, has discovered a special type of modern radio that is now paying its way.

The cost? Plenty—$300,000 over a two-year-plus period, more than many a tv station costs to build. But WLW is getting its money back.

In 1957 WLW set out to prove that technical improvement and adult programming could provide radio's answer to the television problem.

After sagging several years following tv's arrival, the station is happily counting (a) its growing audience and (b) its money as a result of the mechanical and program upgrading. The job was expensive in the case of a 50 kw station WLW concedes, but lower power stations could do it for less.

Oust Rock and Roll • WLW's concept differs widely from the top-40-news program format widely associated with the term "modern radio." After trying for years to out-rock, out-roll and out-news its local competitors with discouraging results, the station decided it might beef up its local popularity by taking two steps:

- Rebuilding the entire mechanical plant to produce a signal it hoped would be better than any fm station, and
- Revamping the music format from song-shop favorites to sweet-sounding standards and show tunes plus some classical.

As a result WLW claims to be the "highest-fidelity station in the world." R. J. Rockwell, veteran Crosley engineering vice president who directed the technical operation, has charts to show that the present WLW signal stays within plus or minus 1 db between 17 and 21,500 cycles—over 10 full octaves, with distortion of 0.3%.

He made the claims after Frank H. McIntosh, president of McIntosh Lab and inventor of amplifiers widely used in broadcasting and related fields, had conducted a series of measurements.

The Best Available • After testing the rebuilt equipment and the broadcast signal, Mr. McIntosh said: "WLW has really done something worthwhile in the advancement of high-fidelity for everyone. Those people fortunate enough to be within the primary range of this station can enjoy the very highest quality transmission available today to anyone.

"This is the only am station anywhere, to my knowledge, which has gone to this extent to provide listeners with high-quality transmission."

The oft-heard claim that am's 10 kc band limits the fidelity of am stations is met this way by Mr. McIntosh:

"It should be recognized that while fm is capable of this same order of fidelity, many stations have not achieved it because of limitations in microphones, preamplifiers, circuits and program sources. It is very satisfying to find a station, WLW, willing to go to the expense to make an am station at least in its primary area comparable with any other system of transmission."

Hi price fi

"What'll it cost?" That was what Robert E. Dunville, the Crosley stations' president-general manager, wanted to know when engineering vice president R.J. Rockwell suggested a hi-fi overhaul of WLW Cincinnati equipment.

"About $50,000," the innovator guessed, a figure that turned out to be slightly off.

The final bill: $300,000.

Mr. Rockwell, inventor of the patented cathanode modulation system transmitter, said the low distortion rate "makes possible the recreation of the loudest crescendo of full orchestra or the softest tone of muted strings."

Auto Radios Improve, Too • Concededly, a signal of this fidelity is most appreciated by those with high-quality receiving gear, Mr. Rockwell said. He added, however, that auto receivers and even low-cost am sets with narrow range now show improved quality in the new WLW signal. He ascribed this to the fact that both harmonic and intermodulation distortion have been reduced "to unbelievably low levels."

Harmonic distortion is not displeasing to most ears, Mr. Rockwell said. On the other hand intermodulation distortion is usually annoying. It is the result of two or more frequencies being mixed together. Two or more high-pitched instruments will cause the reproduction to be muddy and run together, Mr. Rockwell explained, and he demonstrated the effect on a series of radios ranging from a 12-speaker unit to a table radio and a little transistor portable.

"There seems to be a prevailing misconception that am stations are limited in their permissible bandwidth," Mr. Rockwell observed. "Actually this is not true. The basic allocations system for the am band was originally set up by the FCC to provide adjacent channel separation of 40 kc in the same area and sufficient geographical separation on the 10, 20 and 30 kc channels to minimize interference. As a result, high-fidelity transmission can be accomplished in the am band." For hi-fans he offered this tip, "Those with a hi-fi record player can add a good quality am tuner for less than $20." He demonstrated a low-cost tuner on a fancy speaker, with off-the-air music sounding just as good as closed-circuit when the switches were thrown back and forth.

Each unit in the station's amplifiers, lines, microwave and other portions of the mike-antenna system offered a new problem in redesign, he recalled.

Clean, faithful signals and pleasant music have their cultural rewards, but how about money? The program switchover was started more than a year ago; the mechanical changes three years ago.

"Results are showing on the business side," said Robert E. Dunville, president-general manager of the Crosley stations. "The increase in audience, especially in the metropolitan area, is most encouraging."

WLW's network business (NBC, ABC) for 1959 is down 14% over the same period last year; March is down an additional 4% from March 1958, a total loss of 18% in network business. The station expects this trend to continue through the year.

Interesting Figures • In 1958 national and regional advertising remained about the same as 1956-57, with a very slight increase.

But here's where the figures start to get interesting. Mr. Dunville said: "In our current national and regional sales as at the end of March, we are showing approximately 10% increase, and since the influx of this business started towards the end of February, it is expected this increase will continue."

Still more encouraging is the local picture. Several years ago WLW had cut its open one-minute rate from $100 to $80, following a national network and station trend. The music was mostly pop. News was strengthened by WLW's "Comex" news-weather operation.

"You could fire a shotgun at our schedule and not hit a local commercial," Mr. Dunville said. "Now we've got top metropolitan ratings and the business is coming in fast.

"And the salesmen really like the improved signal and the tuneful music," said Dick Osborne, assistant sales manager. "Prospects are more receptive."

The man at the statistical controls, K. T. Murphy, vice president-treasurer, is happy again. "Other radio station sales are going down; ours are going up," he said. "We expect to get the $300,000 equipment money back. I was impressed by the engineering and programming changes. Now that the money is coming in I'm even more impressed."

Ratings Zoom • Scott McLean, radio sales manager, said, "The February 1959 Nielsen metropolitan report again showed substantial increases in audience amounting to 146% as compared with the base of December 1957. As far as WLW's total station audience is concerned, popularity is up 98% compared to December 1957. The regional coverage, of course, has always been good.

"Our lead in the metropolitan audience is big news. The increase in metropolitan audience since December 1957 is: 6-9 a.m., December 1958 up 245%, February 1959 up 306%; 9 a.m.-noon, December 1958 up 85%, February 1959 up 153%, noon-3 p.m., December 1958 up 29%, February 1959 up 47%; 3-6 p.m., December 1958 up 172%, February 1959 up 208%."

Advertising agencies are taking note of all the doings at this pioneer station (700 kc 50 kw). Holmes Leeds, radio-tv director of Strauchen & McKim, said a client, Fifth Third Union Trust Co., has just bought a five-nightly musical program "for those who like better music and sound." He said the bank wants to reach people who are potential customers for trust service as well as local and commercial accounts. WLW's *Music for You* will reach "the executive type" with its blend of classical, semi-classical and standards, he explained.

Night radio audiences are picking up in Cincinnati, Mr. Leeds said. "Radio has a definite place at night though the audience may never reach the pre-television levels," he said. "The WLW signal patterns closely to an fm signal in my home." Samuel Kendrick, the bank's advertising manager, and Edmund R. Strauchen, senior partner in the agency, like the music. "WLW is teaching the public to tune carefully now that it is broadcasting hi-fi," Mr. Leeds said.

Harold E. Peterson, of Stockton, West, Burkhart, feels the WLW signal is "much better than other am signals around here and is quite apparent on my car radio." He is account executive on the Ohio Bell Telephone-Cincinnati Suburban Bell Telephone contract on WLW (24 announcements weekly promoting use of the yellow books).

Amazing Reception • "It's amazing to me they get such fine am reproduction," he said. "The program changes also are a big factor in the increased local audience."

Ann Smith, radio-tv director of Ralph H. Jones Co., said Miami Margarine Co. is impressed with the results of its *Music for You* campaign for Nu-Maid margarine and Durkee salad products. Miss Smith said, "The mail is fantastic, with high sponsor mention. We are convinced better music can sell food, reaching an adult audience as well as college and high school students. Remember, a tremendous number of people take music lessons." The Jones and Stockton, West, Burkhart agencies are usually ranked one-two in Cincinnati billings.

Nelson Shaw, president of McAlpin Co., listed in the first three Cincinnati department store field, said its afternoon Bob Braun disc jockey program "gets tremendous listenership and brings in many requests for the merchandise advertised, particularly teenage sportswear." Mr. Shaw is vice president of the Mercantile Stores chain, of which McAlpin Co. is a unit. Braun Bros. Packing Co. (no relation to Bob Braun) and RCA Victor are among other pleased sponsors.

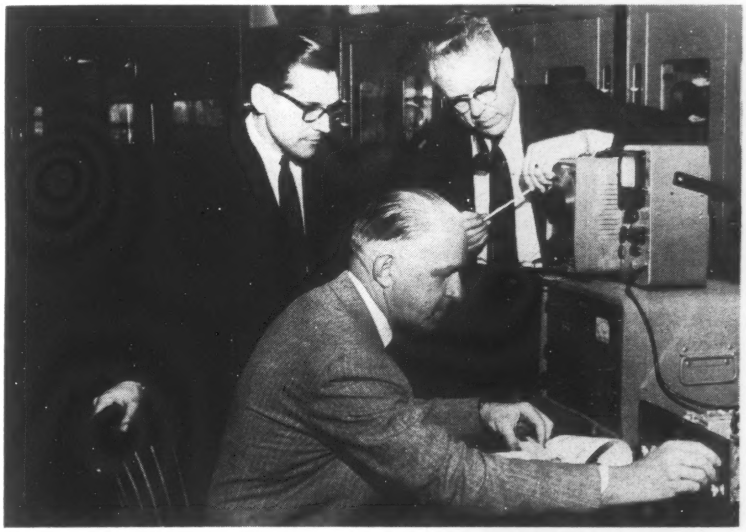
The WLW metamorphosis began three years ago when Mr. Rockwell said the station needed an auxiliary 50 kw transmitter. He promised Mr. Dunville a hi-fi signal on am if he built it and then rebuilt all equipment from mikes to antenna.

The decision was made and the rebuilding job got underway. It took two years, with the difference in quality starting to reach listeners' ears late last year as unsolicited letters came from the public.

WLW is just starting to promote its new sound and programming. Station breaks remind listeners of the hi-fi service.

"Everybody is enthusiastic about the quality," Mr. Dunville said. "They all are working a little harder. Mike personnel know they're sounding better. Engineers are interested. Sales people like it. We're proud of WLW again."

WLW operated with 500 kw power a score of years ago. "We have equipment to go on 500 again in a short time," Mr. Dunville commented. "And in hi-fi."



How high is hi-fi? • The quality of WLW Cincinnati transmission is tested by Frank H. McIntosh (seated), president of McIntosh Lab, after a $300,000 modernization of technical layout. Rebuilding of all equipment gives WLW the highest fidelity transmission of any am station, Mr. McIntosh said. Standing (l to r) are Clyde G. Haehnle, Crosley senior engineer, and R. J. Rockwell, Crosley engineering vice president and inventor of the Rockwell Cathanode modulation system.

Small markets urged to get rating service

A plan to attract more national business to radio stations in smaller markets by getting more complete audience measurements in those markets was proposed by Noel Rhys, executive vice president of Keystone Broadcasting System, at the annual meeting of Mississippi Broadcasters Assn. at Biloxi April 4-5.

"It is generally conceded that the small-town and rural radio outlets enjoy a higher listenership than radio stations in the larger markets," he said in a speech at the April 4 luncheon. "It is not unusual for a small-town station to enjoy a 10 or even 15 rating for its local programming, whilst the wired networks today command national ratings ranging from .9 to 3.5. The latter information is readily available to timebuyers whereas the former is not, except in scattered instances.

". . . I suggest that a national rating service be employed to serve the listenership requirements of the smaller markets. Basic station information could be obtained from a representative group of small-town and rural stations which would reflect the listening patterns of this type of radio outlet throughout the country. This could in effect serve these stations in the same manner that major markets are being measured currently. This information . . . could be invaluable to the timebuyer [in evaluating] availablities."

An Existing Service • Mr. Rhys said later he was thinking in terms of retaining some existing measurement service to do these ratings. He told the MBA that "we know that timebuyers rely on Nielsen Coverage Service to a very large extent in selecting markets" in the smaller counties, but that NCS "is a measurement of potential audience" and "certainly does not report habitual listenership or station loyalty."

While proposing more complete measurements as one way to get more business for small-market stations, he also offered some business pitfalls to avoid. He warned against "cheapening the rate structure to a point that is an actual 'giveaway.' Barter deals, whereby time segments can be sold nationally for less than peanuts, without financial return to the station involved, are not calculated to enhance the prestige or value of the radio medium. In point of fact, it is selling radio short and selling it down the river of no returns. Then there is the very doubtful procedure of donating time for premium gimmicks. Furthermore, to underwrite practices that actually deprive you of income that you had previously enjoyed is hardly a realistic way of building."

Mr. Rhys said Keystone now has 1,061 members and in 1958 enjoyed for the second year in a row the most successful year in its 18-year history.

RTES taps Pellegrin for presidential post

Frank E. Pellegrin, partner, vice president and secretary of H-R Representatives and H-R Television, has been nominated for president of the Radio & Television Executives Society, the New York organization made up of broadcast and agency executives. Nomination is tantamount to election. Donald H. McGannon, Westinghouse Broadcasting president, headed RTES in the 1958-59 season.

Other nominations included Sam J. Slate, general manager of WCBS New York, as first vice president; Ted Bergman, president of Parkson Adv., and Omar F. Elder Jr., ABC's secretary and assistant general counsel, as vice presidents; Mary McKenna, research-sales development director of Metropolitan Broadcasting Corp., as secretary, and Jay Smolin, director of advertising, United Artists Associated, as treasurer.

Board of governors: (for two years) Sam Cook Digges, CBS Films; Josef C. Dine, Dine & Kalmus; Jayne Shannon, J. Walter Thompson; P.A. Sugg, NBC's owned stations and spot sales; Robert H. Teter, Peters, Griffin, Woodward; (for one year) Robert J. Leder, WOR-AM-TV New York; Mr. McGannon, and (now serving with term ending May 1960) Ernest Lee Jahncke Jr., Edward Petry & Co.; Winfield R. Levi, BROADCASTING; Alfred L. Mendelsohn, Screen Gems, and David Channing Moore, Transcontinental Tv Corp.

All-star court action

The suit of Piedmont Publishing Co. to compel Mary Pickford and her husband Buddy Rogers to sell their stock in WSJS-TV Winston-Salem, N. C., is underway in Los Angeles Superior Court, which is concurrently considering the Pickford-Rogers countersuit for $750,000.

Piedmont, controlled by Gordon Gray, assistant to President Eisenhower, contends that in 1953 it was issued 1,000 shares of stock in Triangle Broadcasting Corp. (WSJS-TV license) and Miss Pickford 500 shares, at $100 per share, with Piedmont having an option to buy her stock within six years under a formula which would give her and her husband, to whom she assigned 225 shares, $126,812 or a profit of $76,812 on their $50,000 investment.

Rejecting the offer, Miss Pickford and Mr. Rogers filed a cross-suit alleging that she had been induced to withdraw her application for a tv station in Winston-Salem and go in with Piedmont on assurances the option would not be exercised and that the price now offered for the stock is designed to deflate its true value, which they say is at least $500,000.

AP radio-tv members number 1,879

A total of 1,879 radio and television stations held membership in the Associated Press at the end of 1958, compared with 1,702 at the close of 1957, Frank J. Starzel, general manager, announced last Friday (April 10) in his annual report to the membership.

Mr. Starzel noted that the number of stations served by AP had almost tripled since associate membership first was offered in 1957. In television, he said, about 85 tv stations, previously served through common ownership with radio members, became associate members in their own right during 1958.

"As to the exchange of news by member stations," Mr. Starzel reported, "the increase in that activity is even more striking, with emphasis in 1958 on thoroughness and quality, rather than quantity. In spite of that, the quantity of news so exchanged continued to increase."

This exchange of news by member stations, he pointed out, was "especially helpful to coverage of almost 600 communities where there are radio members but no daily newspaper members."

Allen taken to court

A series of editorial attacks on the Oregon State Police administration broadcast by W. Gordon Allen, owner of KGAY Salem, Ore., has resulted in his indictment for slander.

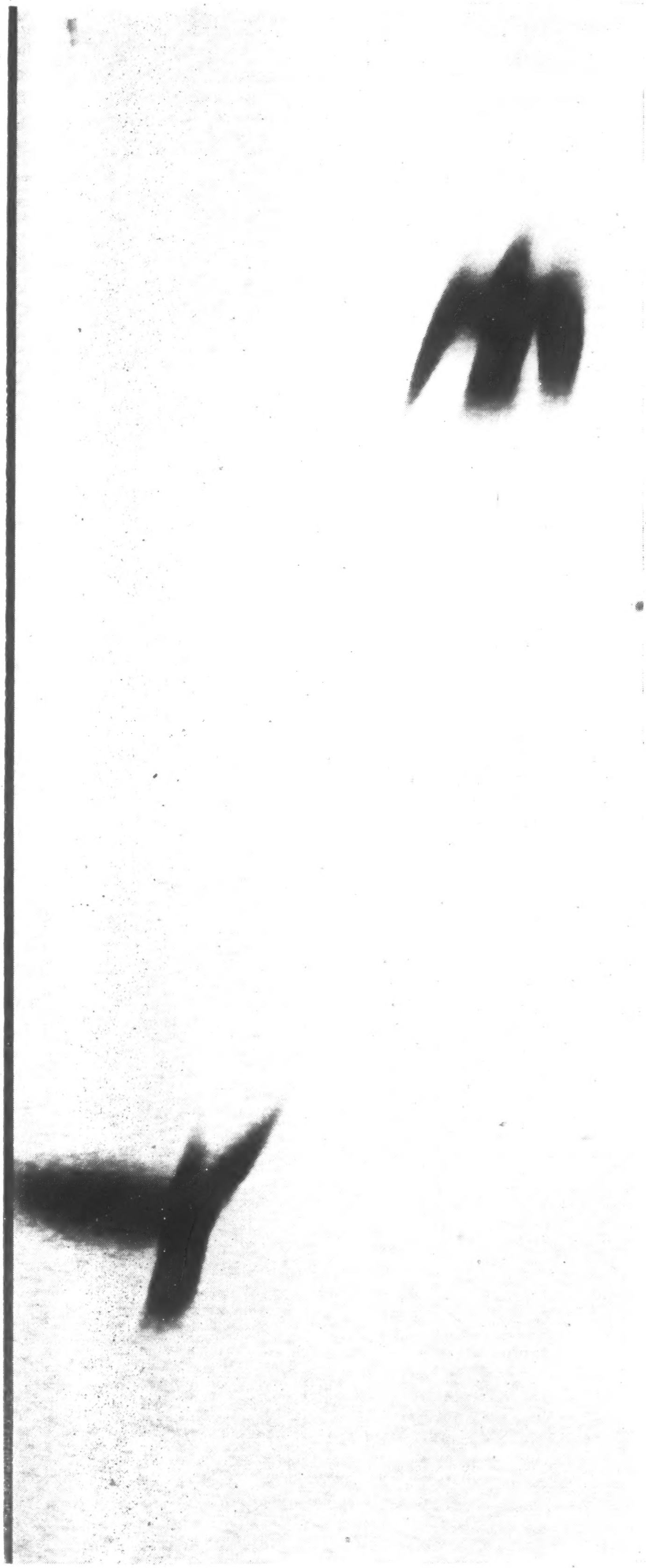
Mr. Allen broadcast six-minute editorials five times a day for three weeks "to demonstrate . . . how tax money is being misspent." It was his March 23 editorial naming State Police Supt. H.G. Maison that resulted in the charges. The trial is set July 7.

An application from KGW-TV Portland to telecast the trial proceedings was turned down Thursday (April 9).

AP candidates named

The Associated Press Radio-Tv Assn. nominating committee has selected 12 candidates for six radio vacancies on the board of directors which are to be filled at the annual election in July.

Nominees: (Eastern district), 1-10 kw stations, Daniel W. Kops (incumbent), WAVZ New Haven, Conn.; A.E. Ferrise, WMMN Fairmont, W.Va.; sta-



The shape of flight

The shapes of things that fly have always been determined by the materials they are made of. Feathers form wings that are basically alike for all birds—and membrane forms an entirely different wing for insects. It takes thousands of years, but nature improves its materials and shapes, just as technology improves the materials and shapes of aircraft. But here, the improvements in materials are so rapid that designs become obsolete almost as soon as they are functional.

Today, our aeronautical designers and missile experts work with types of materials that didn't exist just a few short years ago. Steels are probably the most important examples: United States Steel Corporation has just developed *five* new types of steel for our missile program. They are called "exotic" steels because they have the almost unbelievable qualities necessary for unearthly flights.

The shape and the success of our space birds depend on steel. *USS is a registered trademark*

USS **United States Steel**

tions with less than 1 kw, Al Larsen (incumbent), WALL Middletown, N.Y.; Joe M. Cleary, WESB Bradford, Pa.; (Southern district), less than 1 kw, Matt Bonebrake (incumbent), KOCY Oklahoma City; Charles P. Blackley, WTON Staunton, Va.; 1-10 kw, F.O. Carver, WSJS Winston-Salem, N.C.; Don Murray, WDBJ Roanoke, Va.; (Central district), less than 1 kw, John Engelbrecht (incumbent), WIKY Evansville, Ind., and Robert E. Schmidt, KAYS Hays, Kan.; (Western district), less than 1 kw, Ken Nybo (incumbent), KBMY Billings, Mont.; and Gene Shumate, KRXK Rexburg, Idaho.

Additional nominations, acceptable through April 30, may be made in the above categories upon written petition by three members of the association in the district where a vacancy exists. They should be sent to Oliver Gramling, AP, 50 Rockefeller Plaza, New York.

Judge keeps word on access in Indiana

An Indiana Criminal Court judge has made good on his promise not to restrict unduly electronic and pictorial coverage of the Connie Nicholas murder trial. He is convinced more than ever that the American Bar Assn.'s Canon 35 is "outmoded as the horse and buggy."

Judge Thomas J. Faulconer Jr. of Marion County Criminal Court promised last January that radio-tv and other newsmen could cover the court proceedings if they would stay "within the bounds of propriety" and not hamper a fair trial (Broadcasting, Jan. 5).

There has been only one prohibition, a bar against live tv, which Judge Faulconer decided to impose because of the nature of the trial. Mrs. Nicholas is charged in connection with the death of Forrest Teel, drug firm executive. Moreover, he felt that live coverage might distract witnesses and jurors in the protracted Indianapolis trial.

Judge Faulconer described the conduct of radio-tv newsmen and photographers as "exemplary" and felt pictures of tv newsreel cameramen and still photographers have been taken "in a very unobtrusive manner that has not upset the decorum of the court."

Coverage has included tv newsreel pictures, tape-recording of testimony and periodic live radio broadcasts of the proceedings. Only twice has Judge Faulconer objected: one motion picture camera made too much noise and a tripod for tv newsreel equipment provided a visual obstruction.

No objections to coverage have been raised by either prosecuting or defense attorney or by Mrs. Nicholas herself.

SAFETY'S SAKE

Awards to stations, networks, syndicators

A total of 145 radio and 35 tv stations, two radio and two television networks, four syndicators and the owner of a station group are recipients of the National Safety Council's non-competitive public interest awards for 1958.

Announcement of the honors today (April 13) was accompanied by an encomium from Howard Pyle, NSC president, for the "tremendous contribution of mass communication media to the sharp reduction in the number of accidental deaths last year." Winners in the radio-tv-advertiser categories become eligible for the Alfred P. Sloan awards for highway safety, to be conferred later this year.

Cited for "outstanding leadership" were NBC Radio and NBC-TV; CBS and CBS-TV, and the Triangle radio and tv properties (WFIL-AM-FM-TV Philadelphia; WLBR-TV Lebanon-Lancaster, Pa.; WFBG-AM-TV Altoona-Johnstown, Pa.; WNBF-AM-FM-TV Binghamton, N.Y., and WNHC-AM-FM-TV New Haven-Hartford, Conn.)

Radio-tv syndicators honored: Dixie Productions, Lake City, Fla.; Riley Jackson Productions, Hollywood; Lutheran Church-Missouri Synod, St. Louis, and Telenews Daily-Hearst Metrotone News, New York.

And Ads • Fifty advertisers also were commended for their safety contributions, along with 39 daily and 14 weekly newspapers, 14 general and 44 specialized circulation magazines, 7 labor publications and 70 outdoor advertising organizations.

Serving as judges were Frederick H. Garrigus, NAB manager of organizational services; Robert P. Keim, account executive, the Advertising Council; William Ray, news director, NBC Central Div. (WMAQ-WNBQ [TV]); Hugh Curtis, editor, *Better Homes & Gardens:* Norman Damon, vice president, Automotive Safety Foundation; George D. French, vice president, Outdoor Advertising Inc.; Norman Shaw, associate editor, *Cleveland Press,* and Dr. Albert A. Sutton, Northwestern U. Medill School of Journalism.

All at once

WLIB New York reported last week that it plans to bunch its commercials—a total of two minutes to the quarter-hour. To be employed on a new, 45-minute jazz show starting yesterday (April 5), the plan called for 13 minutes of uninterrupted programming followed by 2 of commercials in tandem, another 13 of programming and 2 of commercials, etc.

Other safety winners in the radio-television field:

Radio Stations • CFJB Brampton, Ont.; CFPL London, Ont.; CHML Hamilton, Ont.; CHUM Toronto, Ont.; CJCA Edmonton, Alta.; CKOX Woodstock, Ont.; CKPC Brantford, Ont.; CKSL London, Ont.; CKSO Sudbury, Ont.; KABC Hollywood, Calif.; KABR Aberdeen, S.D.; KARM Fresno, Calif.; KCRC Enid, Okla.; KDPS-FM Des Moines, Iowa; KDTA Delta, Colo.; KDUB Lubbock, Tex.; KELO Sioux Falls, S.D.; KEX Portland, Ore.; KFAB Omaha, Neb.; KFJZ Fort Worth, Tex.; KGAY Salem, Ore.; KGGF Coffeyville, Kan.; KGW Portland, Ore.; KHAM Albuquerque, N.M.; KIOA Des Moines, Iowa; KLAC Hollywood, Calif.; KLIK Jefferson City, Mo.; KLMS Lincoln, Neb.; KLON (FM) Long Beach, Calif.; KLRS Mountain Grove, Mo.

KLZ Denver, Colo.; KMMJ Grand Island, Neb.; KMON Great Falls, Mont.; KMOX St. Louis, Mo.; KMPC Los Angeles, Calif.; KNGS Hanford, Calif.; KOA Denver, Colo.; KOFI Kalispell, Mont.; KONO San Antonio, Tex.; KOTA Rapid City, S.D.; KPOJ Portland, Ore.; KSDS San Diego, Calif.; KSEI Pocatello, Idaho; KSFO San Francisco, Calif.; KSOO Sioux Falls, S.D.; KSTN Stockton, Calif.; KSUB Cedar City, Utah; KTAR Phoenix, Ariz.; KTLN Denver, Colo.; KTOK Oklahoma City, Okla.; KVI Seattle, Wash.; KVOE Emporia, Kan.; KXOK St. Louis, Mo.; KYA San Francisco Calif.; KYW Cleveland, Ohio; WALT Tampa, Fla.; WANE Fort Wayne, Ind.; WASA Havre De Grace, Md.; WAVZ New Haven, Conn.; WBAW Barnwell, S.C.

WBIZ Eau Claire, Wis.; WBMC McMinnville, Tenn.; WBOK New Orleans La.; WBVP Beaver Falls, Pa.; WCAE Pittsburgh, Pa.; WCBE (FM) Columbus, Ohio; WCCC Hartford, Conn.; WCKB Dunn, N.C.; WCKR Miami, Fla.; WCUE Akron, Ohio; WDBO Orlando, Fla.; WDSU New Orleans, La.; WDVA Danville, Va.; WEAN Providence R.I.; WEBH (FM) Chicago, Ill.; WEJL Scranton, Pa.; WENE Endicott, N.Y.; WERE Cleveland, Ohio; WESB Bradford, Pa.; WFBC Greenville, S.C.; WFBE Flint, Mich.; WFBM Indianapolis, Ind.; WFGM Fitchburg, Mass.; WFKY Frankfort, Ky.; WGBI Scranton, Pa. WGBS Miami, Fla.; WGN Chicago, Ill.; WGRO Lake City, Fla.; WHBC Canton, Ohio; WHEC Rochester, N.Y.; WHGR Houghton Lake, Mich.

WHIM Providence, R.I.; WHOP Hopkinsville, Ky.; WHSC Hartsville, S.C.; WIBC Indianapolis, Ind.; WIEL Elizabethtown, Ky.; WILS Lansing, Mich.; WING Dayton, Ohio; WIS Columbia, S.C.; WJBK Detroit, Mich.; WJBW New Orleans La.; WJMX Florence, S.C.; WJR Detroit, Mich.; WJW Cleveland, Ohio; WKAR East Lansing, Mich.; WKBZ Muskegon, Mich.; WKGN Knoxville, Tenn.; WKJG Ft. Wayne, Ind.; WKMI Kalamazoo, Mich.; WKNB West Hartford, Conn.; WKY Oklahoma City, Okla.; WLW Cincinnati, Ohio; WMAK Nashville, Tenn.; WMIK Middlesboro, Ky.; WMIX Mt. Vernon, Ill.; WMPS Memphis, Tenn.; WMRN Marion, Ohio; WMSC Columbia, S.C.; WNAR Norristown, Pa.; WOHO Toledo, Ohio.

WOWL Florence, Ala.; WPEO Peoria, Ill.; WPEP Taunton, Mass.; WPIT Pittsburgh, Pa.; WPRO Providence, R.I.; WQAM Miami, Fla.; WRKH Rockwood, Tenn.; WRVA Richmond, Va.; WSAR Fall River, Mass.; WSAU Wausau, Wis.; WSB Atlanta, Ga.; WSGW Saginaw, Mich.; WSMB New Orleans, La.; WSNW Seneca, S.C.; WSPA Spartanburg, S.C.; WSPR Springfield, Mass.; WSSC Sumter, S.C.; WTRY Troy, N.Y.; WTTM Trenton, N.J.; WUSJ Lockport, N.Y.; WVCG Coral Gables, Fla.; WWDC Washington, D.C.; WWJ Detroit, Mich.; WWL New Orleans, La.; WWVA Wheeling, W.Va.

Television Stations • CHCH-TV Hamilton, Ont.; CKSO-TV Sudbury, Ont.; KABC-TV Hollywood, Calif.; KCMO-TV Kansas City, Mo.; KELO-TV Sioux Falls, S.D.; KFSD-TV San Diego, Calif.; KOMO-TV Seattle, Wash.; KTRK-TV Houston, Tex.: KTVT (TV) Salt Lake City, Utah: KWTV (TV) Oklahoma City, Okla.; WBTV (TV) Charlotte, N.C.; WBTW (TV) Florence, S.C.; WBZ-TV Boston, Mass.; WCET (TV) Cincinnati, Ohio; WCPO-TV Cincinnati, Ohio; WDBO-TV Orlando, Fla.; WEWS (TV) Cleveland, Ohio; WFBC-TV Greenville, S.C.; WFBM-TV Indianapolis, Ind.

WGN-TV Chicago, Ill.; WHAS-TV Louis-

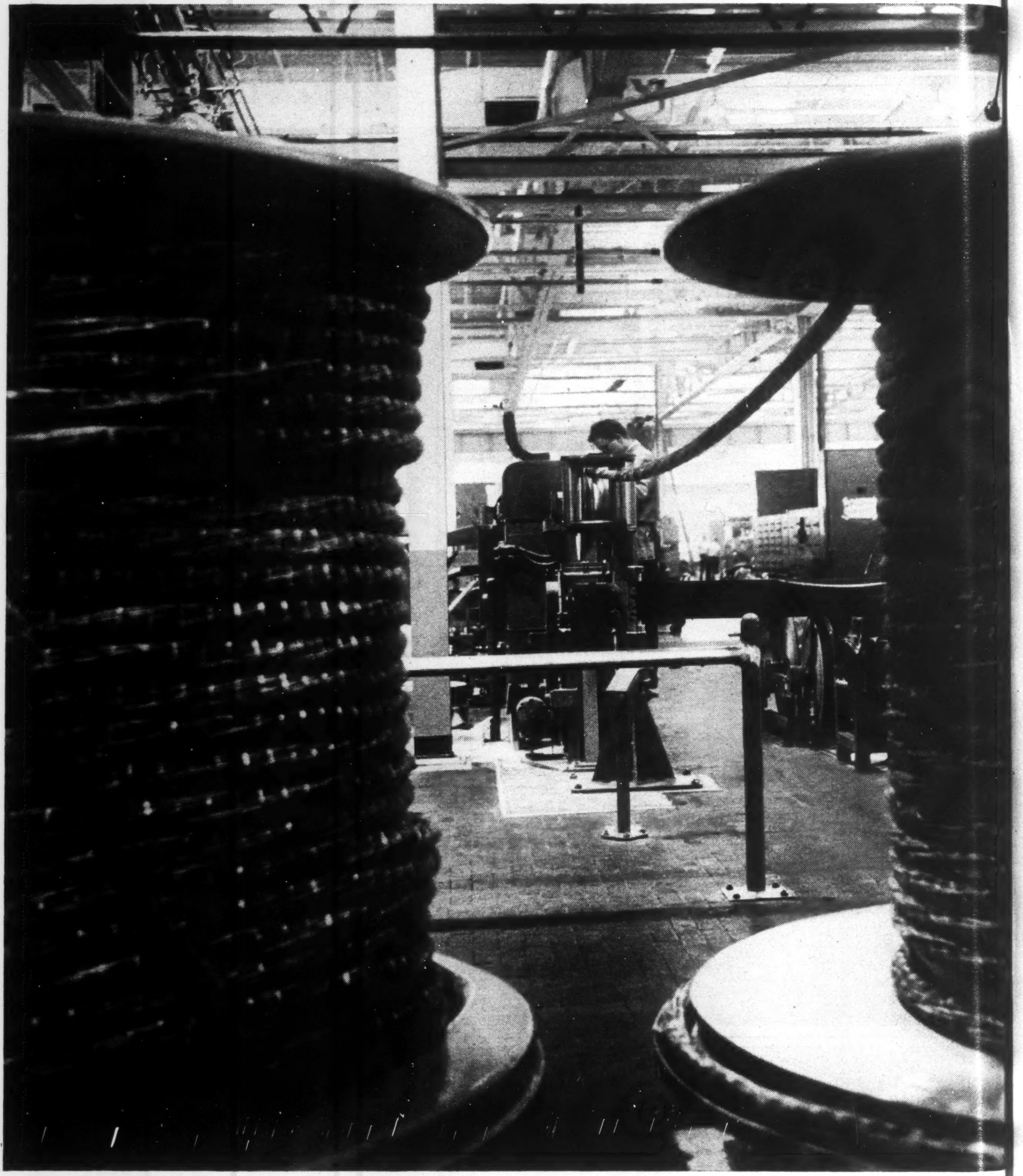
ESSO RESEARCH works wonders with oil

Helps "mirror" finishes hold bright future

Even the finishes are exciting on the new cars! They have new color, new gleam. They stay new looking longer, seldom need polishing, shrug off bad weather. Esso Research helped in perfecting these fine finishes by developing fast-drying solvents derived from oil. Your car looks better, runs better — because **ESSO RESEARCH** *works wonders with oil.*

Esso

WESTERN ELECTRIC AND



ONE OF THE principal products of Western Electric's Omaha Plant is telephone exchange cable. Production begins with copper rod and raw plastics; flows through a continuous series of highly mechanized operations, to emerge as finished cable.

OMAHA, NEBRASKA

This big cattle and grain city—the "Gateway to the West"—recently welcomed the completion of a modern new Western Electric plant. Here we're making telephone equipment for the Bell System . . . and helping Omaha build a brighter, more prosperous future.

It's just a short ride southwest from bustling downtown Omaha to the acres of buff brick buildings that house Western Electric's spanking new Omaha plant . . . now in operation.

Here some 2,800 Omaha men and women are now at work. Eventually their ranks will grow to about 4,000. The skill and talent of these men and women is devoted to making dial switching equipment and telephone exchange cable . . . our job in Omaha. It's an important part of our assignment as manufacturing and supply unit of the Bell System.

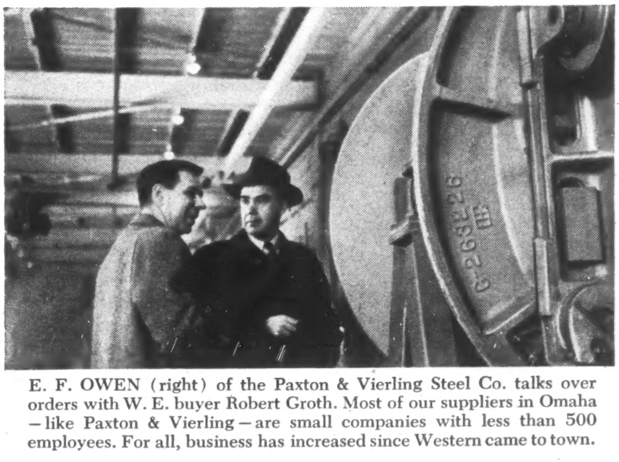
What's all this mean to Omaha? For one thing, good jobs for many people. It means contributions by W. E. folks to the city's civic and social life. And added business for some 260 local firms (part of our state-wide total of 375 suppliers).

It means something to us, too. The chance to benefit from the native talents of the men and women who are working with us . . . and the opportunity to enjoy the friendliness and hospitality of this great city of the plains.

Besides Omaha, Western Electric has plants in 25 other cities where we also make telephone equipment for the Bell System. Last year we purchased over a billion dollars worth of raw materials, products and services from over 30,000 suppliers located in every state. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers in 32 different cities.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM


E. F. OWEN (right) of the Paxton & Vierling Steel Co. talks over orders with W. E. buyer Robert Groth. Most of our suppliers in Omaha —like Paxton & Vierling—are small companies with less than 500 employees. For all, business has increased since Western came to town.

PART-TIME STUDENTS at company expense, W. E.'s Kenneth Hooker and Mari Ann Feiler attend the University of Omaha. This year, 54 Omaha employees are enrolled in classes through W. E.'s Tuition Refund Plan.

LOU GERDES, City Editor of Omaha World-Herald, knows his town and its people. "We were glad when W. E. came to Omaha," he says. "We knew they would be good for the city and felt sure they'd find Omaha a good place to be. It's worked out just that way, too."

COMMUNITY MINDED. W. E.'s Harlon N. Harvey (left) accepts plaque from Community Fund Chairman Leo Daly. Plaque recognizes outstanding employee participation in the Omaha Community Fund drive.

ville, Ky.; WJW-TV Cleveland, Ohio; WKJG-TV Fort Wayne, Ind.; WLWI (TV) Indianapolis, Ind.; WLWT (TV) Cincinnati, Ohio; WMSB (TV) East Lansing, Mich.; WNBC (TV) West Hartford, Conn.; WNOK-TV Columbia, S.C.; WOML-TV Florence, Ala.; WPRO-TV Providence, R.I.; WRC-TV Washington, D.C.; WROC-TV Rochester, N.Y.; WSAU-TV Wausau, Wis.; WSYR-TV Syracuse, N.Y.; WWJ-TV Detroit, Mich.

Advertisers • Allis-Chalmers Manufacturing Co., Milwaukee, Wis.; Brown Realty and Abstract Co., Lake City, Fla.; Brown's Tire Service, Lake City, Fla.; Chevrolet Motor Div., General Motors Corp., Detroit, Mich.; Chrysler Corp., Detroit, Mich.; C. William Clipfel Associates, Hartford, Conn.; E. I. du Pont de Nemours & Co., Wilmington, Del.; East Ohio Gas Co., Cleveland, Ohio; Esso Standard Oil Co., New York, N.Y.; Farmer's Bank & Capital Trust Co., Frankfort, Ky.; Farmers Insurance Group, Los Angeles, Calif.; Firestone Tire & Rubber Co., Akron, Ohio; First National Bank, Lake City, Fla.; First National Bank of the Black Hills, Rapid City, S.D.; Food Fair Stores, Southern Div., Miami, Fla.; Ford Motor Co., Dearborn, Mich.

Foremost Dairies, Houston, Tex.; General Motors, Detroit, Mich.; Girard Trust Corn Exchange Bank, Philadelphia, Pa.; Glendale Federal Savings & Loan Assn., Glendale, Calif.; Godeau Funeral Home, San Francisco, Calif.; B. F. Goodrich Co., Akron, Ohio; Greyhound Corp., Chicago, Ill.; Hardware Mutuals, Stevens Point, Wis.; Hedges Oil Co., Albuquerque, N.M.; Heldt Bros. Trucks, Alice, Tex.; Hoseth Auto-Electric Co., Rapid City, S.D.; Interstate Building Assn., Washington, D.C.; Kalil Bottling Co., Tucson, Ariz.; S. S. Kresge Co., Ltd., Sudbury, Ont.; Krey Packing Co., St. Louis, Mo.; MFA Mutual Insurance Co., Columbia, Mo.; Mack Trucks, Plainfield, N.J.; McDermid Studios, Edmonton, Alta.; Metropolitan Life Insurance Co., New York, N.Y.

H. H. Meyer Packing Co., Cincinnati, Ohio; Mid-Continent Spring Co., Hopkinsville, Ky.; Monsanto Chemical Co., Plastics Div., Springfield, Mass.; New Jersey Bell Telephone Co., Newark, N.J.; R. J. Reynolds Tobacco Co., Winston-Salem, N.C.; Betsy Ross Bakeries, Bluefield, W.Va.; Savitt Jewelers of Hartford, Hartford, Conn.; Security Bank, Mountain Grove, Mo.; Shell Oil Co., San Francisco Div., San Francisco, Calif.; Sinclair Refining Co., New York, N.Y.; Standard Oil Co. of Calif., San Francisco, Calif.; Standard Oil Co. (Ind.), Chicago, Ill.; Texas National Bank, Houston, Tex.; Woodlond Beverages Ltd., Woodstock, Ont.; Yellow Pages, Michigan Bell Telephone Co., Detroit, Mich.

• Media reports

• Target date for KEZU Rapid City, S.D., to go on the air is mid-June. Ground-breaking for a $25,000 building was held March 20. KEZU, owned by Black Hills Radio Inc., is assigned 920 kc with 1 kw.

• KQAL-FM Omaha was due to commence operation yesterday (April 12). Jack L. Katz is owner-general manager. The station is broadcasting weekdays 6 p.m.-midnight and noon-midnight on weekends.

• WMMM Westport, Conn., has commenced operation. Norman Bernstein, general manager, says news will have programming priority. *Inside Fairfield County* (Conn.) presents news in depth about Westport, New Canaan, Fairfield, Wilton and Westport. WMMM's musical format is dinner music, operetta, musical comedy, opera, semi-classical and classical. The daytimer is on 1260 kc with 1 kw.

• WNIB (FM) Chicago has moved from 6 N. Hamlin Ave. to Chicago Federal Savings Bldg., 108 N. State St.

Themes' swan song

KDAY Santa Monica, Calif., isn't going to give television shows any free plugs if it can help it. That's why it has thrown the theme music records from *Peter Gunn, 77 Sunset Strip,* and *Maverick* out of its library.

"It's flattering that tv representatives are smart enough to gear their promotional efforts to radio," General Manager Irv Phillips says, "but frankly, at KDAY we're through supporting tv programs . . . the next thing we'd be flooded with records with themes from *Truth or Consequences, Divorce Court* or *The Wednesday Night Fights.*"

• The California Teachers Assn. (southern section) awarded its sixth annual Communications Award for 1958 to KCOP (TV) Los Angeles, the first broadcast station to claim an award that up to now has gone to newspapers, according to the station. KCOP was cited for "service to public education and for the continuous scheduling . . . of public service educational television programs such as *Assignment Education.*"

• Multiple newspaper owner Knight Publishing Co. last week purchased the evening *Charlotte* (N.C.) *News* for an unofficial price of between $1.5 and $2 million. The Knight organization owns the other Charlotte paper, the morning *Observer*. John S. Knight station properties include: WAKR-AM-FM-TV Akron, Ohio (45%) and WCKT (TV) Miami, Fla. (42.5%).

• The ABC Radio Network acquired two additional affiliates, effective April 1. The stations are KWJJ Portland, Ore., independent since its founding in 1925, and KLRA Little Rock, Ark., reaffiliating after one month's operation as an independent. KWJJ operates on 10 kw, 1080 kc. Rod F. Johnson is president and general manager. KLRA is on 10 kw, 5 kw-d, 5 kw-n, 1010 kc. Leonard Coe is president.

• A bid by Barney Young of Life Music Inc. to force CBS Inc. to let him see its stock books and to postpone the CBS April 15 annual meeting until he had studied them (BROADCASTING, March 30) has been denied by New York Supreme Court Judge Saul Streit. In his decision, Judge Streit said he was "satisfied that this application is but the latest of a series of acts on the part of petitioner which constitute a 'campaign of general harassment of respondent [CBS] and its management, in the interest of the petitioner's company'." Life Music has a $5 million suit pending against CBS, NBC and BMI, and CBS contended Mr. Young's move to see stock books was intended to promote that suit.

• Keystone Broadcasting System announces ten new affiliates: WHEP Foley, Ala.; KCUE Red Wing, Minn.; WLSM Louisville, Miss.; KRFS Superior, Neb.; WCGC Belmont, N.C.; WEZN Elizabethtown and WPTS Pittstown, both Pa.; KBFS Belle Fourche and KEZU Rapid City, both S.D., and WMSR Manchester, Tenn. KBS now claims total of 1,062 stations.

• WAOK Atlanta, Ga., has presented a $500 grant to Atlanta U. to go toward prizes for the university's 18th annual exhibition of paintings, sculpture and prints by Negro artists.

• KBIG Santa Catalina, Calif., has bought a site for its main studios and offices at 115 Whitley St., Avalon, Calif. The move from KBIG's location at transmitter-site Renton Pass is slated for early fall. When the studios are moved to the new address, the transmitter will be operated by remote control (subject to FCC approval). Programs will continue to originate from KBIG Hollywood studios. Newscasts still will come from the city room of the *Los Angeles Herald-Express.*

• Philadelphia Guild of Advertising Men presented its 12th annual award for distinguished achievement in the television field to Dick Clark, star of ABC-TV's *American Bandstand* and the *Dick Clark Show* at a dinner April 10 at the Drake Hotel in Philadelphia. Mr. Clark made his tv debut with his Philadelphia-orginated *American Bandstand* show.

• Al Schottelkotte, newscaster, WSAI Cincinnati is credited by the station with getting action on two community problems. He suggested in an editorial that a committee be formed to find a new recreation area to replace one removed for an expressway. Citizens are at work now on the recreation project.

In another editorial the newsman exposed the fact that a man was collecting $225 monthly in veteran's disability payments for a "faked" mental illness. Mr. Schottelkotte sent the man's file to the Veteran's Administration in Washington and received word that the payments would cease.

- "On-the-go radio" is the title given the completely revamped 19½-hour program schedule of WJIM Lansing, Mich. The new format calls for 42 daily newscasts; more NBC programs; and a de-emphasis of the radio disc jockey, with an announcer now bearing the title, "musical host."

- WBCM Bay City, Mich., is remodeling its studios and offices on the mezzanine of the Wenonah Hotel, its home since 1925.

- KWOW Pomona, Calif., names Enyart & Rose Adv., L.A., to handle its promotion.

- WHIL Medford, Mass., broadcast an editorial that helped a local woman visit the site where her airman son had been killed in Armenia. Previously, the mother had received no reply to her requests for permission to visit where the plane had crashed. After the editorial was sent to the acting U.S. Secretary of State, the woman was told that the government would not object to her visiting the crash site.

- Erection of the 150-foot tower of KBBI (FM) Los Angeles started March 30 atop the 13-story building at 558 S. Hope St. The new station, owned by Bible Institute of Los Angeles, expected to start test broadcasts April 12, according to Al Sanders, vice president in charge of the station's development. KBBI will broadcast from 6:30 a.m. to 10:30 p.m. daily, on 107.5 mc (ch. 298) with an ERP of 19.6 kw. Equipment is RCA, including the first 5 kw fm transmitter on the West Coast, KBBI announced.

• Rep appointments

- Clarke Brown Co., Dallas, has been appointed for southern regional business of WIBR Baton Rouge, KILE Galveston, WAME Miami, WAPX Montgomery and WJBW New Orleans. The stations have their own national representative serving other sections of the country.

- KWIZ-AM-FM Santa Ana, Calif., to The Meeker Co.

FANFARE

Missoula stations join to break sales records

"Radio history will be made on Wednesday when all three Missoula [Mont.] radio stations join forces to bring you King Dollar specials being offered by Missoula merchants. From 8:30 to 9:30 Wednesday morning, KGVO, KBTK and KXLL will broadcast the same radio program, so that no matter what station you're tuned to you hear up-to-the-minute news of bargains being offered during Missoula's Dollar Day. So, for bargain specials direct from the merchants to you, listen to KGVO, KBTK or KXLL from 8:30 to 9:30 on Wednesday morning for King Dollars!"

The radio history promised in this announcement, broadcast by the radio stations of Missoula, was made on Feb. 18. "The promotion was designed to stimulate the Chamber of Commerce's Dollar Day promotion," as described by John Graham, manager of KGVO. "Thirty-eight Missoula merchants participated in the radio promotion which was sold to the chamber for $275, prorated among the Chamber members. Each station received $75 for the one-hour broadcast. Each station collected and wrote one-third of the copy and produced its own four five-minute segments.

"George Harris, manager of Montgomery Ward and manager of the Dollar Day promotion, virtually raved about the success of the promotion," Mr. Graham reported. "Montgomery Ward here," he said, "tripled its business over the last Dollar Day (in July 1958) and, oddly, did a tremendous business in lawn furniture (this despite that the day was cold and dreary). J.C. Penny's more than doubled its business; Missoula Mercantile Co., largest independent department store here, reported business as 'excellent,' and Angelo's, a leading Missoula men's shop, sold out everything they had on sale and had in a lot of people who'd never visited the store before.

"The promotion included newspaper advertising, as it had done last year, but this was the first time for the concerted drive by the radio stations. Mr. Harris said the impact of the three radio stations was terrific and he added he believed this was the only way to do it. He had complimentary things to say about the radio spots, describing them as 'good,' even though Montgomery Ward here is not a sensational radio advertiser ordinarily."

KGO RADIO
TUNE 810 ON YOUR DIAL
AMERICAN BROADCASTING COMPANY

Curbstone ratings • Jim Lange, presiding "morning mayor" over KGO San Francisco, has gone directly to the people for a vote of confidence. Here by the Golden Gate Bridge he counts votes as motorists respond to a broadcast invitation to blink their lights as they go by.

Mr. Lange and another KGO personality, Buddy Webber, cooperated on the survey, one at the microphone inside the remote unit and the other on top for the count. Results: 7:30-8:30 a.m., 127 light blinkers among 2,200 city-bound cars, figured at a 5.7 rating; 4:30-5:30 p.m., 110 cars with lights on among 2,002 outbound, for a 5.5 rating.

Franklin portrait prize

Air personalities Tim Nolan and Bob Byron at KPRC Houston conducted a "write-in-your-name-to-be-picked-out-of-a-hat" contest not long ago, offering the "seemingly unimportant prize" of a picture of Ben Franklin. The winner of the contest, which pulled more than 300 entires in four days, was not overly impressed, reports KPRC, until he received the portrait of Mr. Franklin on a $100 bill.

The "Franklin" award contest was

followed by a "nice women's scarf" prize contest. KPRC boasts that the first two days' entries in the new contest topped the entire total for the previous one.

May's top tunes

And the world shall be filled with music—jingles, that is, in behalf of National Radio Month, which begins May 1.

The jingles are part of a National Radio Month kit being sent out in mid-April to more than 1,900 radio stations by the NAB. Faillace Productions Inc., New York, created the series for NAB around the 1959 Radio Month theme, "Radio . . . Always in Tune With You." They are on a double-faced, 12-in. standard groove, 33 rpm disc and comprise two series: "You're Always in Tune," and "You *Can* Take It With You." Both series include two duplicate 60- and 30-second vocal versions and a 60-second instrumental version. The NAB jingles are cleared for 13 weeks beginning May 1, and thus may be used for an additional nine weeks after the close of Radio Month.

The promotional kit also includes 30 spot announcements, a fact sheet, sample news releases, artwork ideas, text of speech, text of proclamation (to be signed by governors and mayors) and suggestions for local promotions.

Radio Advertising Bureau also has begun arming its constituents for National Radio Month.

Promotion kits were shipped to some 900 member stations last week, featuring 17 fully orchestrated jingles ranging in length from 10 to 60 seconds. Also in the kits: 101 sales ideas, some of them bizarre (horses wired for sound, cats covered with banners, etc.), others more-down-to-earth; copy for 25 announcements and a 20-minute speech.

RAB is co-sponsor of National Radio Month with NAB, Electronic Industry Assn. and National Appliance & Radio-Tv Dealers' Assn.

Transatlantic trumpets

In its quest to give the station an "original musical personality." WICC Bridgeport, Conn., reports it has engaged the services of Austin (Ginger) Croom Johnson, a 43-piece orchestra using Ted Heath and Mantovani musicians and 18 voices of the Westminster Chorale. They will put in 12 days on the project in London.

WFBM always rings 10 times

Outdoor telephone booths in Indianapolis, Ind., are ringing dollar bills for listeners of WFBM Indianapolis, which has been conducting a "Jack-in-the-booth" promotion twice nightly on its *Road Show*.

The two daily calls are made to unnamed outdoor phone booths, where the telephone is allowed to ring ten times. Each ring is "counted-down" from the $10 mark, with the person who answers receiving $8 if the phone has rung twice. In the first week of the promotion, according to WFBM, there were six winners, one for $9 and the rest receiving between $2 and $4.

KING-TV tapes bridge tourney

With its studios converted into a bridge arena, KING-TV Seattle videotaped an hour-and-a-half of the final play for the Vanderbilt Cup bridge competition. The subsequent tournament telecast was sponsored by the American Contract Bridge League and brought together "the nation's outstanding contract bridge players." The winner of the Vanderbilt Cup, a team captained by bridge columnist B. Jay Becker, will represent the U.S. in the 1960 Bridge Olympiad in Rome, according to KING-TV.

Operation leg-pull on April 1 schedules

April 1 brought out the trickster in stations' programming departments. Among those reporting Fools' Day stunts:

WFBR Baltimore and WINS New York broadcast phonograph records backwards and invited listeners to guess what they were. WFBR gave $13 to the first person to identify each of seven discs. WINS, which received about 5,000 telegrams plus telephone calls with guesses at the backward records, presented $5 to each of seven winners.

WAVI Dayton, Ohio, and WONE there switched disc jockeys Bernie Wullkotte and Jolly Rogers. WONE's "Top 40" format went with Mr. Rogers to WAVI, while WAVI's "Big Band Sound" was broadcast by d.j. Wullkotte over WONE. WAVI says that indignant listeners called both stations wondering what had happened to programming.

WCAE Pittsburgh disc jockeys switched names and programs. To make listener confusion complete, news commentator Hal Scott did a woman's show in falsetto.

KTIX Seattle, Wash., disc jockeys also assumed each other's identities and threw in such tricks as broadcasting out-of-season weathercasts and spinning 33⅓ rpm discs at 45 rpm. Listeners who telephoned KTIX with the record's correct title and artist were given an album of their choice.

KDKA Pittsburgh disc jockeys threw April Fools' Day parties for each other with listeners who provided "wacky gifts" receiving pen and pencil sets for the best sent in. Among hundreds of presents: gunpowder, baby bottles, a toothless comb for a baldheaded man and an 1879 baby crib.

McLendon plugs rival

Gordon McLendon, president of McLendon Corp. which owns among others KLIF Dallas, was heard April 1 on KIXL Dallas broadcasting plugs for his competitor.

The announcements were to pay back a bet to KIXL President Lee Segall. Mr. McLendon wagered that a popular movie wouldn't run locally for three months. The loser was to write and broadcast eight promotional announcements for the rival outlet. So pleased was winner Segall that he asked Mr. McLendon if he may use the spots regularly.

'Newsbeat' with a heartbeat

A 3½-year-old blue-eyed blonde won the hearts of newsmen over KREM-TV Spokane, Wash. Little Reggie LaDuke needed an operation to close a hole in

ALLIED always has the BROADCAST TUBES you need

IMMEDIATE DELIVERY ON
RCA 5671

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

See your ALLIED 452-page 1959 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO
100 N. Western Ave., Chicago 80, Ill.
Phone: HAymarket 1-6800

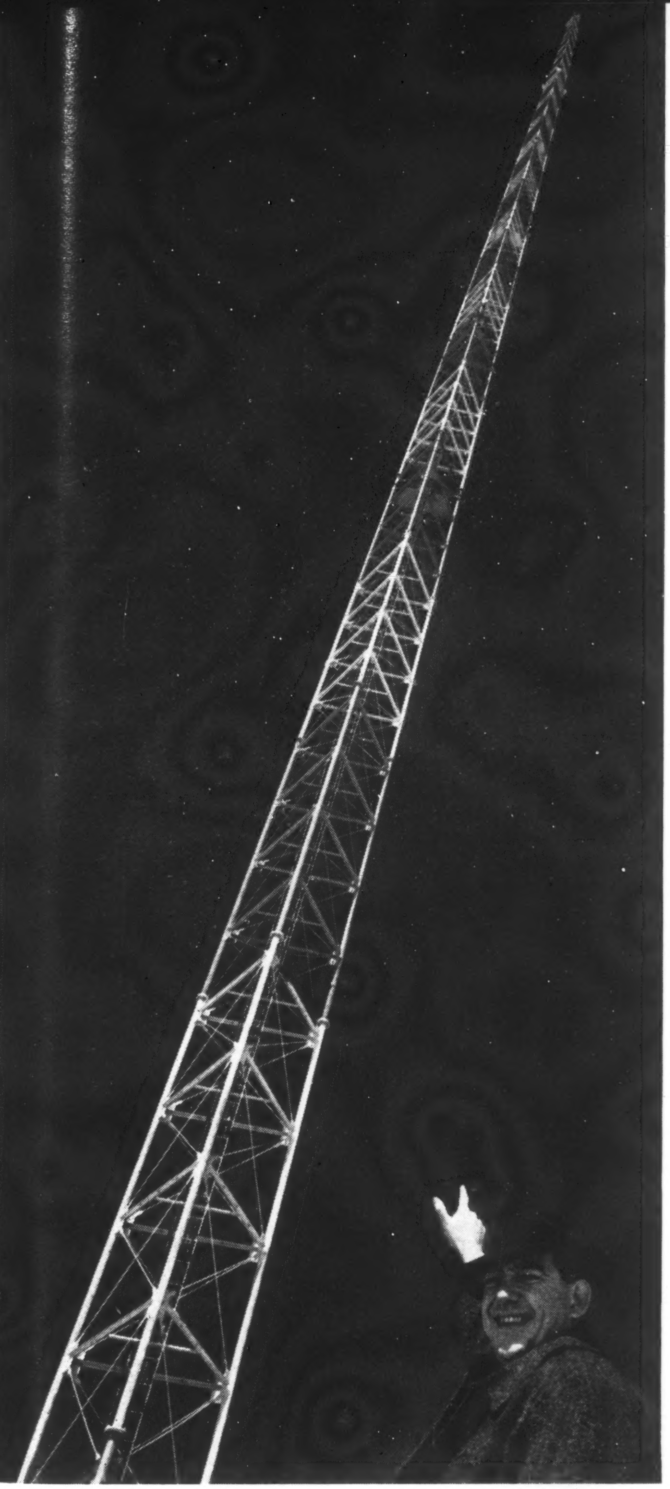
"This Dresser-Ideco tower sprouted 395′ in two years ...without growing pains."

"Now our Dresser-Ideco tall tower stretches up to 1107 feet," points out Ralph O'Connor, General Manager of WISC-TV, Madison, Wisconsin. "This final height was reached in 3 successive stages over a 2½-year period. Today we have one of the finest tower structures you'll find.

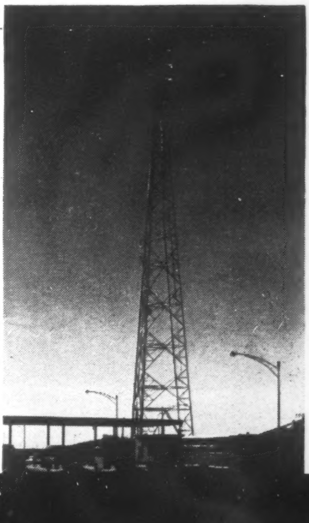
"The original 712′ tower was carefully designed and built by Dresser-Ideco to anticipate the need for future height increases. The tower went into service on June 25, 1956, just 60 days after construction started. In May, 1958, the first extension raised overall tower height to 921′, stepped up the size of WISC-TV's coverage. The final 174′ extension completed in December, 1958, again expanded coverage and improved and intensified our signal within the established coverage pattern. Each of the two extensions was completed on schedule, handled according to the original plans of Dresser-Ideco tower experts.

"From initial design to final inspection," Ralph O'Connor reports, "Dresser-Ideco gave careful and craftsmanlike attention to every phase of our 3-stage construction project. As a result everything went along smoothly."

You are assured of this same expert performance on new tower construction — or modification of existing Dresser-Ideco structures — when you specify the world's most experienced tower designer-builder. This tower modification service, available to all Dresser-Ideco tower owners, is another good reason to work with Dresser-Ideco. See your broadcast equipment representative, or contact us direct. And ask for Tower Catalog T-57.



"There's something else new up there," says Ralph O'Connor. "We're pioneering the use of Don Hoskins' strobe daytime lighting for overcast weather conditions, in cooperation with the Wisconsin State Aeronautics Commission and the Dresser-Ideco tower engineering department."



Dresser-Ideco microwave tower at Rockford, Illinois, one of 22 along the Illinois Toll Road... representative of special developments for civilian and government tower needs. Here is evidence of Dresser-Ideco's continuing commitment to serve the broadcasting and communications industries now, and in the years ahead.

Designers and builders of over half the 1000′-plus television towers in service today.

Dresser-Ideco Company

Division of Dresser Industries, Inc.

DRESSER IDECO

ONE OF THE DRESSER INDUSTRIES

TOWER DIVISION, DEPT. T-94
875 MICHIGAN AVE., COLUMBUS 8, OHIO

SUMMER spot RADIO GOES V

S WHERE THE FAMILY GOES

You reach people–wherever they are, at home or on vacation–with SPOT RADIO.

SPONSORED BY MEMBER FIRMS OF SRA

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. Inc.
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly, Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.

her heart. KREM-TV reporters told viewers of *Newsbeat*, a nightly news show, of the operation that Reggie needed and which her father couldn't afford.

In less than three weeks, viewers had contributed more than the $2,000 needed. No direct appeals were made.

• Drumbeats

• Advertisers over KROW Oakland, Calif., can make an extra impression on consumers as they make their rounds at the grocery store. In a market-basket promotion bonus, the station is offering eligible sponsors shared space with market directories attached to 124 grocery store shopping carts.

• KTVW-TV Seattle-Tacoma, Wash., made use of station talent to tell the story of a heart operation for a telecast promoting the local heart fund drive. The operation was shown on film with commentary in non-technical language by ventriloquist Rod James of the KTVW-TV staff and his dummy. The half-hour documentary was commended by heart association workers.

• WWDC Washington received 10,627 postcards within five days when listeners were asked to send in the serial number of one of their dollar bills. WWDC announces one of the serial numbers each week, awarding the owner $100-$1,000 (depending on the spin of a wheel).

• An anti-contest contest is being sponsored by Bob Gage of KBIG Santa Catalina, Calif. He has asked his listeners to complete in 25 words or less the sentence, "I hate contests because . . . ", with the winner receiving a weekend for two on the resort island of Catalina.

• The Motion Picture Assn. of America, New York, last Monday (April 6) asked local movie people to answer the telephone by saying "Good morning, this is Oscar day. Be sure to see the Academy Awards telecast at 10:30 tonight."

• KGHM Brookfield, Mo., as part of its third anniversary promotion ran a contest to turn the call letters into a slogan. The winner among 200 entries received $25 for submitting "Karrier of the Green Hills Message."

• More than 20,000 "Guarantee Labels" from Aunt Jemima self-rising flour packages were collected in the WWRL Woodside, N.Y., Gospel Singing Contest. The public attended finals in the contest free of charge, but were required to hand in two labels each to vote for their favorite singer. The project, featuring more than 1,000 entrants, marked Aunt Jemima's 10th year on the WWRL sponsor list.

• Two 1959 Ford cars were awarded the winner of the WRC Washington "Sound of Quality" contest, conducted through February with more than 7,000 entries reported. Through air, newspaper and poster promotion, listeners were asked for 25-word essays on "the sound of quality." Other prizes: a phonograph and eight transistor radios.

• KNOB (FM) Long Beach, Calif., was named in a Los Angeles City Council resolution the week before last, commending the station on its permit to boost power to 79 kw. KNOB is an all-jazz outlet.

• This is "Color Television Month in California", as proclaimed by Gov. Edmund G. (Pat) Brown in recognition of the five-year-old industry's "great achievements in this new field of communication."

• WBET Brockton, Mass., located near military air installations, has been broadcasting the sound of a plane breaking the sound barrier. The recorded sonic booms are scheduled to acquaint listeners with the sound and to allay fears of explosion.

Money through the hoop • WDGY Minneapolis staffers so far this year have raised $10,000 for charitable enterprises in their home state and Wisconsin by playing basketball with local teams. Air personalities who double on the court gather around station manager Jack Thayer (holding ball). They are (clockwise from Mr. Thayer) Bill Diehl, Don Kelly, Dan Daniel, Stanley Mack and Jim Ramsburg.

The WDGY "Radio Wonders" team also includes former college and pro stars enlisted for the benefit performances. Organized last fall, the team has played a 16-game schedule for hospital funds, school treasuries, youth groups and civic activities in area towns. The games, 12 of them WDGY victories, have attracted more than 19,000 to watch the Wonders against local teams. WDGY has offered to advise other stations interested in how to organize a basketball project.

Promotion kitty set

Representatives of 30 station representatives in New York have pledged a kitty of $2,500-3,000 to help underwrite a presentation on the farm audience to advertisers and agencies during the June 17-20 convention of the National Assn. of Radio and Telesion Farm Directors in New York. A committee of Edward P. Shurick, Blair-Tv, H. Peter Lasker, Crosley Broadcasting Co., and Ben Holmes, Edward Petry Co., was named to cooperate with the NARTFD promotion committee headed by Bob Nance, WMT Cedar Rapids.

THIS IS THE JINGLE MILL RECORD

$38 PER JINGLE ON CONTRACT

COMPLETELY CUSTOM MADE

Price applies to the United States Only

OVER 400 STATIONS SOLD
98% OF STATIONS HAVE REORDERED
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Completely custom made jingles for commercial accounts and station breaks — no open ends and no inserts.

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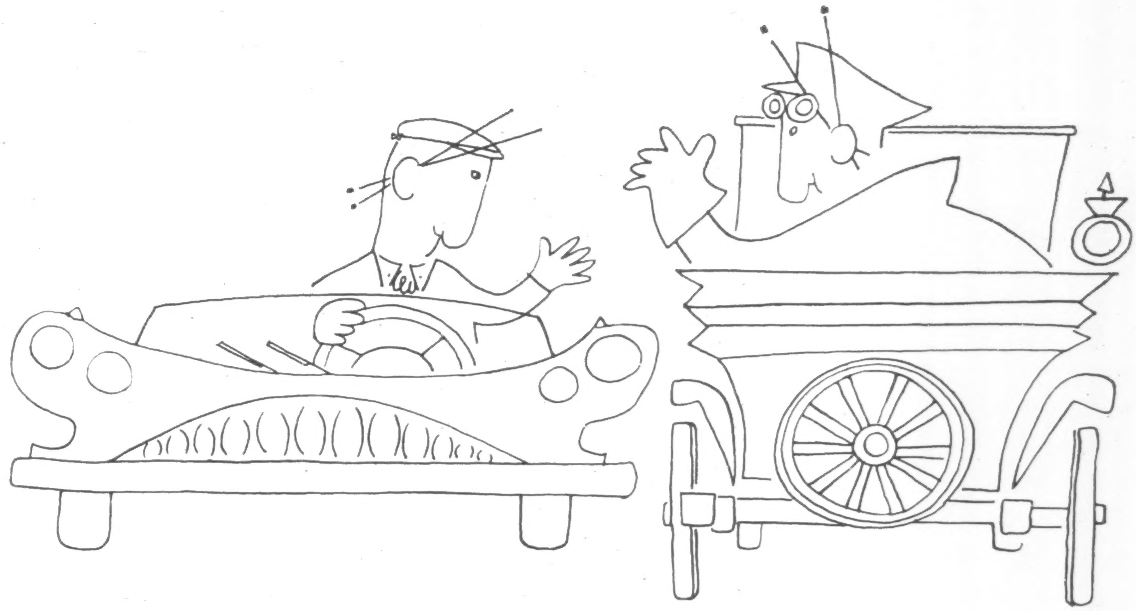

Life insurance investments change, too... to keep pace with the times

It is quite widely understood that life insurance funds have traditionally provided a major source of capital for our burgeoning economy. But perhaps not so well known are the continuing changes in the *types* of investments life insurance companies make, and the ways these investments enhance economic development.

Early in this century, for example, railroads required exceptionally large amounts of capital. Later public utilities needed funds for expansion. During World War II the Government needed money to carry on the war effort.

And then the acceleration of oil and natural gas production and their transmission required funds, a field in which life insurance investments pioneered. Increased industrial production and the ever-increasing need for housing, highways, and consumer credit in recent years have called for many new kinds of long-term financing.

In all these areas life insurance investments have laid the foundation for the greater use of equity capital, thus releasing and multiplying the effectiveness of such capital.

The evolution of MONY's investment portfolio is indicative of the continuing efforts to make capital available where and when it is needed most . . . to put the funds of millions of individual life insurance policyholders to work for the good of the economy, as well as for the ultimate benefit of the policyholders themselves.

MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N. Y.
Offices located throughout the United States and in Canada

For Life, Accident & Sickness, Group Insurance, Pension Plans, **MONY** TODAY MEANS **MONEY** TOMORROW!

Shortwave KGEI wins overseas audience

A listener file of 11,000 letters attests to the growing popularity in Latin America and the Caribbean area of KGEI Belmont, Calif., an international shortwave station which has been on the air about four months and has an effective radiated power of 1,200 kw.

KGEI is a commercial outlet which beams musical, cultural, educational and informative programs in Spanish and English to Latin America. The station says several sponsors, who have goods or goodwill to sell in Latin America, have bought time on the station. Among these is Standard Oil Co. of California which airs its *Chevron School* on KGEI.

It's estimated there are about 8 million shortwave sets in Central and South America and the Caribbean. KGEI presently is on a limited schedule of four hours a day.

Radio Station KGEI Inc., a group of businessmen, bought the station from General Electric Corp. and reactivated it, receiving an FCC license last November. It is currently on 17.8 mc, but frequencies change from season to season because of atmospheric conditions.

Operating head of the station is Marvin R. Steffins Jr., vice president, who has lived a number of years in various Latin American countries. KGEI calls itself "The Voice of Friendship," claiming its commercial operation inspires confidence in listeners in contrast to the propagandistic nature of programming by many other shortwave stations. As a private enterprise, KGEI has a role in propagating the "free way" and promoting goodwill and better understanding among the peoples of the Americas, Mr. Steffins says.

KGEI programs include music, national and international news, reviews of American business, Bible readings and a program for children.

KGEI was first put into operation by GE in 1939, was taken over along with other shortwave outlets by the Office of War Information in 1942 and was leased to the U. S. Information Agency after World War II. GE took over again in 1953 and discontinued programming in 1956. WRUL Boston is the only other commercial shortwave station in the country.

New ch. 9 contestant

The Toronto board of education and other educational and cultural groups in the Toronto area have started planning to apply for the ch. 9 allocation. The Canadian government is expected soon to permit second television stations in present one-station cities. There are a number of groups known to be planning to apply for the allocation, including Toronto radio stations CFRB, CKEY and CKFH. Entry of the educational group is expected to complicate the decision by the Board of Broadcast Governors, as ch. 9 is the only vhf allocation still available for Toronto. There are also three uhf allocations for Toronto, but as yet there are only uhf satellite stations in operation in Canada.

A Mexican answer to hot competition

In Mexico City 29 am and 8 fm stations vie for listeners from among some four million inhabitants.

One organization's answer to this maze of competition is multiple ownership, a luxury unattainable in U.S. cities. Known as "Formula RM," the combine embraces five stations, each catering to a different section of the population. Their only trait in common, beyond ownership, is nearly total reliance on recorded music.

One of the RM stations programs for teenagers. The emphasis is on "top 40" American popular music. Also provided is information about school activities, sometimes delivered by students themselves.

Then there's "Radio Mil" (referring to its 1000 kc) over which popular music of all nations is played, interspersed with recorded comedy segments. E. G. Salas, general director and owner of Formula RM, said that American recording companies use this station as a testing ground for a record's potential popularity in the area.

"Radio Feminina," operated entirely for and by women, plays "romantic music all day." It features a "Stork Club" for expectant mothers to whom it makes available low-cost medical attention through a clinic which co-operates in return for air time.

The "masses" are reached through "Radio Sinfonola," which means jukebox. Here telephone requests are played and the announcers speak in "slang."

The group's other station is on the fm band and offers mostly classical music for "cultured, professional, influential people." (The number of receivers is estimated at 100,000.) This station presents fewer commercials, usually for more expensive products.

Mr. Salas said that television had thus far failed to challenge radio's supremacy in Mexico because of the expense of tv sets.

Canadian tv count

The Canadian Bureau of Statistics said Monday (April 6) that nearly 70% of the country's 4.2 million households had tv sets at the end of last year. In 1957 the figure was about 63%. Nearly all (96%) households had at least one radio set.

Canadian radios up

Radio receiver sales in Canada are booming. The report for the first two months of this year issued by the Electronics Industries Assn. of Canada, Toronto, shows 79,213 radio were sold, compared with 61,442 in the same January-February period last year. Sales for February were 42,226 units as against 31,284 in February 1958. Major increases were in portables and automobile sets, the latter almost double the number sold in February 1958. Ontario bought most receivers in the first two months, 34,291, with Quebec province accounting for 19,914 sets.

Television receiver sales were down in the first two months of this year to 63,442 sets as against 67,068 sets in the 1958 period. Bulk of the sets sold were in Ontario 25,245, and Quebec 11,719 units.

Canadian tv stations agree on option time

A television network option time agreement has been reached between the Canadian Broadcasting Corp., and independently-owned Canadian stations at meetings in Toronto. On the basis of 103 hours of network broadcasting time each week, it was decided that 54 hours would be option network time, the balance station time. Both station and network option time were divided into three time classifications, with class A time from 7:30-11 p.m. Monday through Saturday, 5-11 p.m. Sunday. Football telecasts and spectaculars would fall outside network option time and would be considered as specials. The plan would not restrict either the network or the individual stations from contracting for additional network service.

Attending the network option time committee were George Cromwell, CHSJ-TV St. John, N.B.; Jean Pouiliot, CFCM-TV and CKMI-TV Quebec; Bob Reinhart, CFPL-TV London, Ont.; Hal Crittenden, CKCK-TV Regina, Sask., and from the CBC Peter Mc-

NEW **GATES** LEVEL DEVIL

LEVEL DEVIL
GATES

A NEW CONCEPT IN LEVELING AMPLIFIERS

The marked engineering advancement in the exclusive new Gates "Level Devil" is best illustrated by contrasting the old with the new. In former leveling amplifiers, the lower signal level, referred to as noise, was expanded during a point of program silence. A baseball or football game is an excellent example. When the sports announcer was silent for a moment, the crowd noise expanded considerably. And, when the announcer spoke, the crowd noise immediately decreased. With Level Devil, this difficulty is greatly overcome. In the absence of signal, the noise level does not rise above the regular level established by the average signal. With older level amplifiers, the noise would rise 10 to 15 db. under equivalent conditions.

Leveling amplifiers have, until "Level Devil," seen only limited use in television. A film with a signal to noise ratio of 30 db. (average value) could not tolerate background noise increased during a period of silence on the film. By overcoming this background noise, which would be very noticeable to the listener, Level Devil becomes ideal for television broadcasting. This new leveling amplifier also offers many other outstanding advantages in services such as film, tape, and disc recording, and becomes another progressive step in AM and FM broadcasting.

For complete technical information, write today for Bulletin 107-A. Yours for the asking.

HARRIS
INTERTYPE
CORPORATION

GATES RADIO COMPANY

QUINCY, ILLINOIS

Subsidiary of Harris-Intertype Corporation

OFFICES — NEW YORK - WASHINGTON, D. C. - HOUSTON - ATLANTA
INTERNATIONAL DIV., 13 East 40th St., New York City — In Canada, CANADIAN MARCONI COMPANY

Donald, director of the English tv network, Toronto; Jean St. George, Montreal; Ian Ritchie, Toronto and Dan Cameron, Winnipeg.

• Abroad in brief

• Granada Tv Network, London, plans to sell, distribute and exchange its programs with other countries. Stuart Griffiths, with Granada 18 months, has been named to head the newly-formed Overseas Dept. Mr. Griffiths formerly was program director with CBC, Canada. His headquarters: Overseas Dept., Granada Tv, 36 Golden Sq., London W. 1.

• France had 1,023,808 registered tv sets at the end of last year, an increase of a half-million over 1957. Radio sets numbered 10,694,792. The country's tv audience is estimated at about 3.5 million.

• Canadian Marconi Co., Montreal, owner of CFCF Montreal and electronics manufacturer, reported a net deficit for the fiscal year 1958 of $386,844, down from the 1957 deficit of $1,479,547. The report showed an operating profit for the year of $512,000 but depreciation, officers' salaries, fees and legal expenses totalled $899,000 to bring about a net loss. The deficit was attributed mainly to changing government defense requirements which resulted in cancellation of some major defense contracts. Working capital at year's end stood at $4,147,479, compared with $3,832,298 at the end of 1957.

• CFRA-FM Ottawa names Radio & Television Sales Inc., Toronto and Montreal.

• An international microwave tube meeting is planned for Nachrichtentechnische Gesellschaft (West German equipment association) June 7-11. Details are available from Tagungs-Buero Mikrowellen-Roehren, Brienner Str. 40, Munich, West Germany.

• The Vatican City, Rome, plans to install a tv station. The Vatican transmitter will concentrate on tying its studios in with the Eurovision network.

• Switzerland had 56,481 television receivers registered on March 1. This is an increase of 3,486 units over February's figure.

• An East German Russian-owned television receiver manufacturing organization exhibited the country's first 110-degree picture tube at the International Trade Fair, Leipzig. The set is a prototype; no plans to produce it in quantity were announced. West German observers state that their 110-degree tube will be on the market in three months.

• VOWR St. John's, Nfld., lost its 210-ft. tower in a March storm. Five years ago VOWR had lost its antenna tower and had to replace it at a cost of $5,500. This year the new tower is expected to cost $6,500 and will be replaced in May. Meanwhile the station is broadcasting with a temporary antenna.

VOCM St. John's, also lost its tower in the same storm, the second to go down for this station within six months.

• The third annual Canadian Radio Week is to be May 3-9 and its slogan "Be in the know—Buy a Canadian radio." The Broadcast Advertising Bureau of the Canadian Assn. of Broadcasters is working with receiver manufacturers in the promotion. CAB member stations and stations of the Canadian Broadcasting Corp. are co-operating with special programs, air promotion and numerous merchandising displays.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

April 2 through April 8. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

New Tv Stations

APPLICATION

Alpine, Tex.—Big Bend Bcstrs. vhf ch. 12 (204-210 mc); ERP 0.236 kw vis., 0.148 kw aur.; ant. height above average terrain 225 ft., above ground 185 ft. Estimated construction cost $19,000, first year operating cost $36,000, revenue $40,000. P.O. address Box 779. Studio and trans. location Alpine. Geographic coordinates 30° 32′ 30″ N. Lat., 103° 39′ 36″ W. Long. Trans. Electron, ant. Prodelin. Legal counsel & consulting engineer none. Principals include **Gene R. Hendrix** (55%), **Jack Hawkins** (20%), **Barney Hubbs** (15%) and **Bill H. Hubbs** (10%). Big Bend is licensee KVLF Alpine. Ann. April 6.

Existing Tv Stations

ACTION BY FCC

WMBD-TV Peoria, Ill.—Granted license for tv station without prejudice to such action as Commission may deem appropriate as result of the final disposition of pending litigation relating to the allocation or assignment of tv channels in Peoria. Ann. April 3.

New Am Stations

APPLICATIONS

Palmetto, Fla.—Palmetto Bcstg. Co. 1220 kc, 1 kw D. P.O. address ℅ Styers Market, Route 1, Palmetto. Estimated construction cost $18,210, first year operating cost $36,000, revenue $50,000. Sole owner is **L. T. Styers**, owner Styers Market. Ann. April 8.

Nashville, Ga.—Berrien Bcstg. Co. 1280 kc, 500 w D. P.O. address 610 N. Davis St., Nashville. Estimated construction cost $14,448, first year operating cost $30,000, revenue $40,000. Equal partners **B. L. Bennett** and **A. L. Taylor** are retail merchants. Ann. April 2.

Baltimore, Md.—Caba Bcstg. Corp. 940 kc, 1 kw D. P.O. address 22 Light St., Baltimore 2. Estimated construction cost $53,106, first year operating cost $150,000, revenue $150,000. Applicants are **Matthew R. Rappaport** (66%) and **Robert M. Goldman** (33%). Mr. Rappaport is in motion picture theatre business and Mr. Goldman is attorney. Ann. April 2.

Terrytown, Neb.—Terry Carpenter Inc. 960 kc, 1 kw D. P.O. address Box 170, Terrytown. Estimated construction cost $18,500, first year operating cost $40,000, revenue $50,000. Terry Carpenter Inc. is owned by **Terry** (61 %), **Gary** (14%), **Michael** (14%) and **Hazeldeane Carpenter** (8%). Terry Carpenter is state senator in Nebraska Legislature. Hazeldeane Carpenter is his wife, and Gary and Michael are sons. Ann. April 2.

Hammonton, N.J.—Dinkson Corp. 690 kc, 250 w D. P.O. address ℅ Richard Howell,

1

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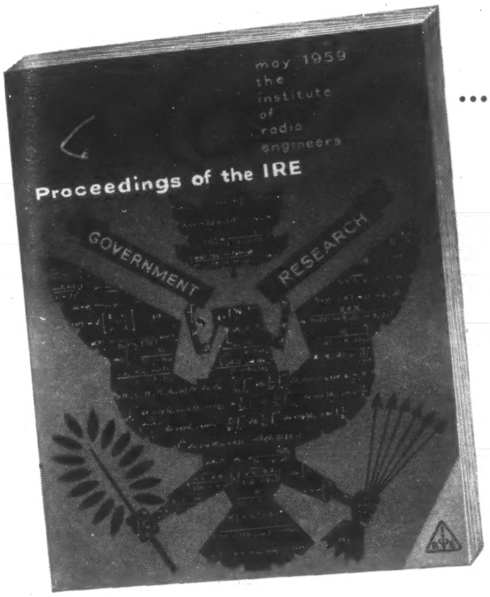
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Proceedings of the IRE

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"The CAA Doopler Omnirange" by S. R. Anderson & R. B. Flint, U. S. Dept. of Commerce

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REMEMBERS THE MAN

229 Liberty St., Hammonton. Estimated construction cost $23,312, first year operating cost $35,000, revenue $50,000. Applicants are **Francis M. Gardner, A. Harry Zoog** and **James J. Dooley** (23⅓% each) and **Alfred J. Wagner, Richard G. Howell** and **Dr. Thomas F. Flynn Jr.** (10% each). None has broadcast interests. Ann. April 2.

Eugene, Ore.—Eugene Bcstrs. 1320 kc, 1 kw D. P.O. address % Robert Sherman, 127 Montgomery St., San Francisco. Estimated construction cost $28,219, first year operating cost $42,000, revenue $48,000. Applicants are (25% each) **William H. Crocker II, Diana C. Redington, Thomas J. Davis Jr.,** and **Robert Sherman.** None has previous broadcast interests. Ann. April 2.

Clinchco, Va.—Dickenson County Bcstg. Corp. 1430 kc, 1 kw D. P.O. address Clintwood, Va. Estimated construction cost $24,490, first year operating cost $25,000, revenue $30,000. Applicant corporation is composed of 67 stockholders, all having less than 2% interest, and no previous broadcast interests. Ann. April 7.

Existing Am Stations

APPLICATIONS

WKDX Hamlet, N.C.—Cp to change frequency from 1400 kc to 1250 kc, increase power from 250 w to 1 kw, change hours of operation from unl. to daytime, make changes in ant. (increase height) and install new trans. Ann. Apr. 8.

WKRK Murphy, N.C.—Cp to change frequency from 1390 kc to 1320 kc, increase power from 1 kw to 5 kw and install new trans. Ann. April 8.

WDXB Chattanooga, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc) Ann. April 7.

WIKE Newport, Vt.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc) Ann. April 8.

WTWN St. Johnsbury, Vt.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. April 8.

WLBL Auburndale, Wis.—Mod. of license to change hours of operation from D to SH (daily except Saturday). (930 kc) Ann. April 8.

New Fm Stations

APPLICATIONS

Prestonburg, Ky.—Gordon Collins 95.5 mc, 5 kw. P.O. address Lackey, Ky. Estimated construction cost $16,321, first year operating cost $5,000, revenue $10,000. Mr. Collins owns WDOC Prestonburg. Ann. April 6.

Baltimore, Md.—John B. Reynolds 95.1 kc, 20 kw. P.O. address 902 Marsh Rd., Wilmington, Del. Estimated construction cost $35,700, first year operating cost $25,000, revenue $30,000. Mr. Reynolds owns WJBR (FM) Wilmington. Ann. April 8.

Omaha, Neb., Council Bluffs, Iowa—Nonpareil Bcstg. Co. 98.7 kc, 3.075 kw. P.O. address 120 S. Main St., Council Bluffs, Iowa. Estimated construction cost $6,356, first year operating cost $1,200, revenue $2,500. Applicant owns KSWI Council Bluffs. Ann. April 2.

Dallas, Tex.—E. F. Weerts 107.9 mc, 7.6 kw. P.O. address 318 Orpheum Bldg., San Diego, Calif. Estimated construction cost $18,079, first year operating cost $33,600, revenue $42,000. Mr. Weerts owns San Diego dining room and is applicant for fm permits in San Diego and Houston. Ann. April 2.

Ownership Changes

ACTIONS BY FCC

WGAY, WAYL-FM Silver Spring, Md.—Granted assignment of license and cp to **Connie B. Gay** (interests in WTCR Ashland, Ky.; WFTC Kinston, N.C.; KITE San Antonio, Tex., and WYLD New Orleans, La.); consideration $456,000. Comr. Bartley dissented. Ann. April 8.

WSOC - AM - FM - TV Charlotte, N.C.—Granted transfer of control from **E. E. Jones, et** al., to **Carolina Bcstg. Co.**; consideration $5,600,000. Comr. Bartley dissented. Transferee is owned by **Miami Valley Bcstg. Corp.** (WHIO-AM-FM-TV Dayton, Ohio) which, in turn, is principally owned by Cox family. Ann. April 8.

KXII (TV) Ardmore, Okla.—Granted (1) assignment of cp from estate of **John F. Easley,** deceased, to **Texoma Land Television Inc.** (majority stockholder of KTEN-TV, ch. 10, Ada); consideration $160,000; conditioned that Texoma may, after consummation, continue to operate KXII from its existing trans. location under STA only for that length of time specified in mod. cp for completion of construction, or such additional time as Commission may allow; and (2) application to move trans. site, reduce vis. ERP, increase ant., and make equipment changes. By letter, denied petition by **Texas State Network Inc.** (KFJZ-TV, ch. 11), Fort Worth, to defer action on KXII (TV) applications until action on KFJZ-TV rulemaking petition to shift ch. *2, now educational in Denton, to Fort Worth for commercial use, assign ch. 11 to Denton for educational use, and modify KFJZ-TV's license accordingly, or consolidate in hearing KXII (TV) applications with rulemaking proceeding. Comrs. Hyde and Craven abstained from voting; Comr. Bartley dissented to assignment of cps. Ann. April 8.

APPLICATIONS

WETO Gadsden, Ala.—Seeks assignment of license from **Gadsden Radio Co.** to **Airmart Radio Stations Inc.** for $71,000. Airmart is owned by **Melvin Lewis** and **William R. McDaniel** (49.6% each) and others. Mr. Lewis owns magazine distribution agency and Mr. McDaniel has interest in WHLP Centerville, Tenn. Ann. April 7.

KFIV Modesto, Calif.—Seeks assignment of license from **Modesto Bcstg. Co.** to **K-fiv Inc.** for $50,886. Applicants are **Theodore J. Wolf** (40%), **A. J.** and **Rebecca B. Krisik** (30% each). Mr. Wolf is present 10% owner of licensee of KFIV. Mr. Krisik has interests in KGYW Vallejo and KNGS Hanford, both California. Ann. April 8.

KAFE (FM) Oakland, Calif.—Seeks assignment of license from **Daniel Xavier Solo** to **Joseph H. Cox** for approximately $57,000. Mr. Cox is proprietor San Francisco high-fidelity music business. Ann. April 8.

KROW Oakland, Calif.—Seeks assignment of license from **KROW Inc.** to **The McLendon Pacific Corp.** for $800,000. Stockholders of McLendon Pacific are also stockholders of McLendon Corp. which is licensee of KLIF Dallas, KILT Houston, WAKY Louisville, and through subsidiary companies KTSA San Antonio and KEEL Shreveport, La. Ann. April 3.

KTUR Turlock, Calif.—Seeks assignment of license from **Turlock Bcstg. Corp.** to **KTUR Inc.** for $115,000. Purchasers are **Danny Landau** (25%), **Harrison M. Fuerst** (12%), **Milton Fromson** (17½%), **Richard S. Cole** (14%), **Richard H. Gries** (7%) and others. Mr. Landau owns Cleveland ad agency, Messrs. Fuerst and Gries have interests in KVOR Colorado Springs, Colo., and KPAS Banning, Calif. Mr. Fromson owns insurance agency and Mr. Cole has interest in KVOR. Ann. April 3.

KWBY Colorado Springs, Colo.—Seeks assignment of cp from **Music Broadcasting Corp.** to **Hill-Smith Bcstg. Inc.** for $120,000. Applicants include **John D. Hill** and **Frank A. Smith.** Hill-Smith Bcstg. Inc. is owned by **KWHK Inc.,** licensee KWHK Hutchinson, Kan. Ann. April 8.

WPCT Putnam, Conn.—Seeks transfer of control of **Israel Putnam Bcstg. Co.** through transfer of 10% of stock from **Albert Lanthier** to **Rene Cote,** present 43% owner. Mr. Cote has 50% interest in WILI Willimantic, Conn. Ann. April 8.

KLIK Jefferson City, Mo.—Seeks assignment of license from **Empire Bcstg. Co.** to **KLIK Bcstg. Inc.** for $170,000 plus $5,000 for agreement to not compete. Purchasers are **Isadore J. Fine** (15%), **Oscar K. Fine** (30%), **Jesse D. Fine** (30%), **Eugene P. Fine** (15%) and **T. M. Nelson** (10%). Fines have interests in KFEQ-AM-TV St. Joseph, Mo., and Mr. Nelson has interests in KFEQ-AM-TV, WILO Frankfort, Ind., and WOHP Bellefontaine, Ohio. Ann. April 6.

KNIM Maryville, Mo.—Seeks assignment of license from **KNIM Inc.** to **Clark Bcstg. Co.** for $47,250. Purchasers are **Roger Moyer** (60%) and **Zoe Moyer.** Roger Moyer owns interest in WTIM Taylorville, Ill. Zoe Moyer is housewife. Ann. April 7.

KHOB Hobbs, N.M.—Seeks transfer of control of **Permian Basin Radio Corp.** through sale of interest owned (38.3%) by **Helen F. Orr, Charlie D.** and **Billie O. Shaw** to **Quenton K. Crandall** and **Charles R. Scott,** who each presently own approximately 30% interests, for $30,633. Ann. April 8.

WOLF Syracuse, N.Y.—Seeks assignment of license from **New York Civic Bcstg. Corp.** to **Ivy Broadcasting Inc.** for $329,000. Applicant includes **Ellis E. Erdman** and **James J. Clynes** (25% each), **Janice B. Abbott** and **Pauline B. Treman** (24% each) and others. Mr. Erdman has interests in WTKO Ithaca, WEBO Owego, both New York, and WACK Newark, N.J. Mr. Clynes is attorney. Mrs. Abbott and Mrs. Treman are housewives. Ann. April 2.

WDBM Statesville, N.C.—Seeks assignment of license from **Iredell Bcstg. Co.** to **Iredell Bcstg. Corp.,** both owned by Walter A. Duke. Ann. April 6.

WDSG Dyersburg, Tenn.—Seeks transfer of control of **State Gazette Bcstg. Co.** through transfer of 50% of stock from **Russell M. D. Bruce** to **Robert William Ward** (present 50% owner) and wife. Consideration $26,500. Ann. April 8.

KANN Sinton, Tex.—Seeks assignment of license from **San Patricio Bcstg. Inc.** to **Southern Bcstg. Corp.** for $70,000. Applicants are **Edwin** and **Patsy Dunn Singer.** Mr. Singer is in oil refining and production. Ann. April 6.

WJWS South Hill, Va.—Seeks transfer of control of 52.3% of **Old Belt Bcstg. Corp.** from **J. C. Oakley, J. E. Matthews, R. E. Daniel Jr., R. L. Wallace,** and **J. H. O'Brien Jr.** to **W. B. Hofler,** present 33.4% owner, for $26,250. Mr. Hofler is general manager of WJWS. Ann. April 8.

WAGE Leesburg, Va.—Seeks assignment of license from **Marion Park Lewis** to **Leesburg Bcstg. Corp.,** which is wholly owned by Mrs. Lewis. She also owns WINC, WRFL (FM) Winchester, WSIG Mt. Jackson, WFVA Fredericksburg, all Virginia; WAYZ Waynesboro and WHYL Carlisle, both Pennsylvania, and WELD Fisher, W.Va. (see WELD, page 121). Ann. April 6.

WIKE Newport, Vt.—Seeks transfer of control of 59% interest in **Twin State Bcstrs. Inc.** from **E. Dean Finney** and **Tacy Hood Finney** (husband and wife) to **E. Dean Finney.** No consideration involved. Ann. April 2.

WTWN St. Johnsbury, Vt.—Seeks transfer of control of 59% interest in **Twin State Bcstrs. Inc.** from **E. Dean Finney** and **Tacy Hood Finney** (husband and wife) to E. Dean Finney. No consideration involved. Ann. April 2.

KNBX Kirkland, Wash.—Seeks transfer of control of **Eastern Bcstg. Co.** through transfer of one-third interest owned by **W. A. Chamness** to **L. N. Ostrander** and **G. A. Wilson** for $65,000. After transfer, re-

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maining partners will each own half interest. Ann. April 8.

WELD Fisher, W.Va.—Seeks assignment of license from **Marion Park Lewis to South Branch Bcstg. Corp.**, wholly owned by Mrs. Lewis. For other broadcast interests see WAGE Leesburg, Va. (page 121). Ann. April 6.

Hearing Cases

ACTIONS BY FCC

By memorandum opinion and order, commission denied petition by Texas State Network Inc. (KFJZ-TV, ch. 11), Fort Worth, Texas, for rule making to reallocate ch. *2 now reserved for educational use in Denton, Tex., to Fort Worth for commercial use, assign ch. 11 to Denton for educational use, and modify KFJZ-TV's license accordingly. Commissioners Hyde and Craven abstained from voting. Ann. April 8.

MIAMI TV CH. 7 PROCEEDING REOPENED

By Order, on April 3 Commission, on its own motion, reopened record in comparative proceeding on applications of Biscayne Television Corp. (WCKT), East Coast Television Corp., South Florida Television Corp., and Sunbeam Television Corp. for new tv stations to operate on ch. 7 in Miami, Fla. for further hearing in Washington, D.C., before an Examiner and on date to be determined later, on following issues:

1. To determine whether any of members of Commission who participated should have disqualified himself from voting in proceedings before Commission which resulted in award of cp for television station on ch. 7 in Miami.
2. To determine whether any person or persons influenced or attempted to influence any member of Commission with respect to proceedings resulting in award of cp for ch. 7, Miami, in any manner whatsoever except by recognized and public processes of adjudication.
3. To determine whether any party to proceedings before Commission which resulted in award of the cp for ch. 7 in Miami directly or indirectly secured, aided, confirmed, ratified, or knew of any misconduct or improprieties in connection with proceedings.
4. To determine, in light of facts adduced upon foregoing issues, whether grant heretofore made of cp for ch. 7, Miami, was void *ab initio* and if not, whether such grant is voidable and action should be taken to set it aside; whether any of applicants in this proceeding was and is disqualified to receive grant of its application; and whether conduct of any applicant, if not of disqualifying character, has been such as to reflect adversely upon such applicant from comparative standpoint.

Upon petition therefor filed with Commission, consideration will be given to holding of hearing sessions at locations other than Washington. All parties to these cases before Commission may participate if they make timely request, with opportunity for cross-examination and rebuttal testimony. Commission further ordered that presiding officer shall permit Attorney General of the United States or his designated representative, upon request made, to participate in hearing as *amicus curiae*.

Further hearing was ordered in light of record of hearings before Subcommittee on Legislative Oversight of House of Representatives Committee on Interstate and Foreign Commerce which made reference to possible *ex parte* representations made during course of Miami ch. 7 proceeding.

Routine Roundup

BROADCAST ACTIONS

by Broadcast Bureau

Actions of April 3

WARF Jasper, Ala.—Granted assignment of license to **Walker County Bcstg. Inc.**

WKUL Cullman, Ala.—Granted assignment of license to **Cullman Bcstg. Inc.**

WAPE Jacksonville, Fla.—Granted assignment of cp to **William J., Cyril G.** and **Daniel M. Brennan**, d/b Brennan Bcstg. Co.

WONA, WAMY Winona and Amory, Miss.—Granted assignment of licenses to **Southern Electronics Inc.**

KAPI Pueblo, Colo.—Granted license for am station.

KDEN-FM Denver, Colo.—Granted license for fm station.

WDGY Minneapolis, Minn.—Granted license covering installation of new trans. and ant. as auxiliary trans. and ant. at studio location.

KADA Ada, Okla.—Granted mod. of license to operate trans. by remote control.

KFEQ St. Joseph, Mo.—Granted cp to install new type trans.

KCTV (TV) San Angelo, Tex.—Granted cp to change ERP to vis. 26.9 kw, aur. 13.5 kw and make changes in ant. system and other equipment; ant. 420 ft.

WKBN-TV Youngstown, Ohio—Granted mod. of cp to change ERP to vis. 204 kw, aur. 110 kw; change type of ant., and make changes in equipment; ant. 630 ft.

KART Jerome, Idaho—Granted authority to operate SH beginning April 15 and ending Sept. 15.

KBMI Henderson, Nev.—Granted extension of authority to remain silent to June 6.

WORG-FM Orangeburg, S.C.—Granted request to cancel license; call letters deleted.

Following stations were granted extensions of completion dates as shown: KBCO (FM) San Francisco, Calif. to Oct. 19; KTYM-FM Inglewood, Calif. to April 30; WTAF (FM) Birmingham, Ala. to May 30; KXII (TV) Ardmore, Okla. to August 14; KACE-FM Riverside, Calif. to June 16.

Actions of April 2

KLRJ-TV Henderson, Nev.—Granted assignment of license to **Southern Nevada Radio & Television Co.**

WKAL Rome, N.Y.—Granted assignment of license to **Mid New York Bcstg. Corp.** (main trans. & ant. & alt. main trans. & aux. trans.)

WKTV (TV) Utica, N.Y.—Granted assignment of license to **Mid New York Bcstg. Corp.** (main trans. & ant. & alt. main trans. & aux. trans.)

KDDD Dumas, Tex.—Granted assignment of license to **Dumas Bcstrs. Inc.**

WWIN Baltimore, Md.—Granted acquisition of positive control by **Thomas F.** and **Mary H. McNulty** (stock held jointly) through purchase of stock from **J. Harry West.**

KEZY Anaheim, Calif.—Granted transfer of control from **Cliff Gill** to **Cliff Gill**, individually and as voting trustee for **Daniel Russell.**

KORK Las Vegas, Nev.—Granted transfer of control from **Donrey Operating & Trading Co.** to **Southern Nevada Radio & Television Co.**

WTVO (TV) Rockford, Ill.—Granted relinquishment of negative control by **H & E Balaban Corp.** through sale of stock to **Elmer Balaban** and **Irwin Dubinsky**, trustees for benefit of **Harold Froelich.**

KTUE Tulia, Tex.—Granted relinquishment of negative control by each **Marshall Formby** and **Clint Formby** through sale of stock to **Lee McKinney.**

KTER Terrell, Tex.—Granted involuntary transfer of control from **Paul Wnorowski** to **Ruby Wnorowski,** executrix of estate of Paul Wnorowski, deceased.

KBEN Carrizo Springs, Tex.—Granted extension of authority to sign-off at 7 p.m. except for special events for period beginning March 22 and ending April 30.

KMAN Manhattan, Kan.—Granted authority to sign-off at 6:30 p.m. for period April through August 31, except for special events when station may operate up to licensed sign-off time.

WRRR Rockford, Ill.—Granted authority to sign-off at 6 p.m. CST, for period May 1 through Aug. 31.

WTAY Robinson, Ill.—Granted authority to sign-on at 6 a.m., sign-off at 6 p.m. for period April 1 through Sept. 30.

KTRH-FM Houston, Tex.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: *WGTV (TV) Athens, Ga. to Nov. 5; WCHU (TV) Champaign, Ill. to June 15; WCSC-TV Charleston, S.C. to June 15.

Actions of April 1

KABQ Albuquerque, N.M.—Granted transfer of control from **Edward M. Sleighel** to **Nancy W. Sleighel.**

WRFM (FM) New York, N.Y.—Granted mod. of SCA to change frequency from approximately 32.5 and 57 kc to 41 and 67 kc.

WKBM-TV Caguas, P.R.—Granted extension of completion date to June 30.

Actions of March 31

WFTG London, Ky.—Granted authority to sign-on at 6 a.m. and sign-off at 7:30 p.m., Monday through Saturday from April 1 through Aug. 31.

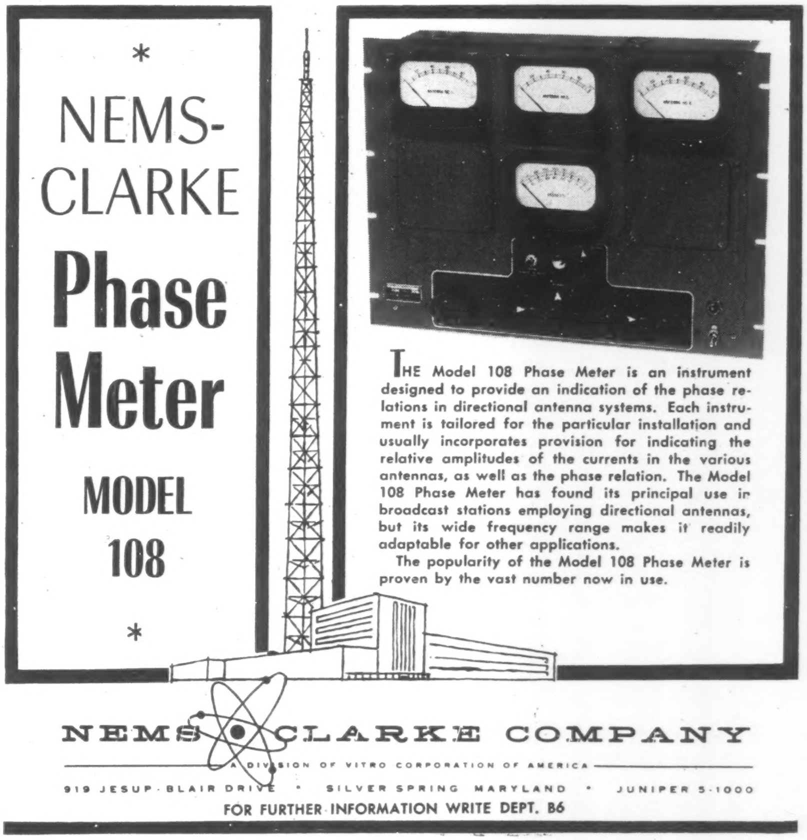
WPEO Peoria, Ill.—Granted authority to sign-off at 7 p.m. weekdays and sign-on at 6 a.m. and sign-off at 7 p.m. Sundays, CST, for period May 1 through Aug. 31.

WPRE Prairie Du Chien, Wis.—Granted authority to sign-off at 6:15 p.m. CST for period April 1 through April 30; sign-off at 7:15 p.m., CST, period May 1 through Aug. 31, except for special events when station may operate up to licensed sign-off time.

WTRW Two Rivers, Wis.—Granted authority to sign-off at 6 p.m., local time, for period beginning April 1 through Sept. 30.

Actions of March 30

WTSV-AM-FM Claremont, N.H.—Granted



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Phase Meter

MODEL 108

*

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assignment of licenses to **Radio Claremont Inc.**

WTSL Hanover, N.H.—Granted assignment of license to **Radio Hanover Inc.**

KLEA Lovington, N.M.—Granted license covering installation new type trans. as aux. trans. at present main trans. location.

WRBL Columbus, Ga.—Granted license covering installation new type trans.

Granted licenses for following am stations: KABY Albany, Ore.; WSRO Marlborough, Mass.; WRIM Pahokee, Fla.

WVLK Lexington, Ky.—Granted license covering increase in daytime power, make changes in DA system (DA-1 to DA-2) and ground system and installation new trans.

Following stations were granted extensions of completion dates as shown: WBRK Pittsfield, Mass. to Oct. 4; WSAR Fall River, Mass. to Sept. 30; WSNO Barre, Vt. to July 1; KSTN Stockton, Calif. to May 30; KPUP (FM) San Francisco, Calif. to Aug. 5.

KBMO Benson, Minn.—Granted authority to sign-off at 6:30 p.m., CST, for period beginning April 1 and ending Aug. 31.

WPRS Paris, Ill.—Granted authority to sign-off at 7 p.m., CDST, for period beginning April 1 through Aug. 31.

WMAX Grand Rapids, Mich.—Granted authority to sign-off at 8 p.m. for months of June and July, and sign-off at 7 p.m. Saturday and Sunday for period beginning April 1 through Aug. 31.

WLMJ Jackson, Ohio—Granted authority to sign-off at 7 p.m., EST, for period April 1 through Aug. 31, except for special events when station may operate up to licensed sign-off time.

ACTIONS ON MOTIONS

Commission on April 2 granted request by National Bcstg. Co., Inc., to extent of extending time from April 8 to May 8 to file comments to notice of inquiry into additional hours for daytime am station operation. NBC had requested extension to June 12.

By Commissioner Frederick W. Ford

Granted petition by Broadcast Bureau for extension of time to April 10 to file responsive pleadings to request for inquiry, investigation or other appropriate proceeding by Commission, filed by William C. Forrest, protestant, in proceeding on applications of Tomah-Mauston Bcstg. Inc. (WTMB), Tomah, Wis. Action April 8.

Granted petition by Broadcast Bureau for extension of time to April 21 to file exceptions to initial decision in proceeding on am applications of Fox Valley Bcstg. Co., Geneva, Ill., et al. Action April 2.

By Chief Hearing Examiner James D. Cunningham

Scheduled hearing for June 3 in proceeding on applications of WSC Bcstg. Co. and Paradise Bcstrs. for am facilities in Chico and Paradise, Calif. Action April 7.

Granted petition by James W. Miller, Milford, Conn., for dismissal without prejudice of his am application, and retained in hearing status three remaining applications involved in consolidation. Action April 6.

Denied petition by Dale Windnagel, Oak Harbor, Ohio, to accept late appearance in proceeding on his am application and that of Malrite Bcstg. Co., Tiffin, Ohio; rejected notice of appearance tendered with petition; dismissed application with prejudice for failure to prosecute, and retained in hearing status application of Malrite. Action April 2.

Scheduled hearings for May 26 in following am proceedings: Southbay Bcstrs., Chula Vista, Calif.; Voice of the New South Inc. (WNSL) and Southland Bcstg. Co. (WLAU), both Laurel, Miss.; and Plains Bcstg. Corp., Independence, Iowa. Action April 1.

By Hearing Examiner J. D. Bond

Granted petition by Broadcast Bureau for extension of time from April 2 to April 8 to file replies to appeal from ruling of hearing examiner and request for clarification of procedure to be utilized filed by Wilson Bcstg. Corp., applicant in New Bedford, Mass., ch. 6 proceeding. April 6.

By Hearing Examiner Charles J. Frederick

Received in evidence Public Witness Exhibit No. 1 (direct testimony of E. R. Mehrling on behalf of Civil Aeronautics Administration) with exception of those portions objected to by WHAS Inc., and allowed objected portions to accompany record as offers of proof, and closed record in proceeding on application of WHAS Inc. (WHAS-TV, ch. 11), Louisville, Ky., to change trans. and ant. location. Action April 3.

Granted motion by Kalamazoo Bcstg. Co., Kalamazoo, and Dowagiac Bcstg. Co., Dowagiac, both Mich., to correct transcript in proceeding on their am applications, et al. Action April 2.

Granted petition by Broadcast Bureau for extension of time for filing pleadings (now due April 3) in response to petition by Fairview Bcstrs., Rensselaer, N.Y., for leave to amend its am application, to date ten days after Commission releases its order either granting or denying request of Fairview to enlarge issues in proceeding on its application and that of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet, N.Y. Action April 2.

On own motion, scheduled further hearing for 9 a.m., April 8 in matter of mod. of cp of Capitol Bcstg. Co. (WJTV), Jackson, Miss. Action March 31.

Granted joint motion by Alkima Bcstg. Co., West Chester, Pa., and Herman Handloff, Newark, Del., for continuance of hearing on their applications, et al., from April 22 to May 11, and changed date for exchanging exhibits from April 10 to April 24. Action March 30.

By Hearing Examiner Millard F. French

Granted petition by Northwest Bcstrs. Inc., for extension of time from April 8 to April 22 for exchange of exhibits in proceeding on its application and that of Rev. Haldane James Duff for am facilities in Bellevue and Seattle, Wash. Action April 7.

On own motion, scheduled prehearing conference for 9 a.m., April 16 in proceeding on application of South County Bcstg. Co. for am facilities in Wickford, R.I. Action April 1.

By agreement of parties, scheduled further hearing for 9 a.m., April 8 in matter of assignment of call letters KOFY to Intercontinental Bcstg. Corp., for am station at San Mateo, Calif. Action March 31.

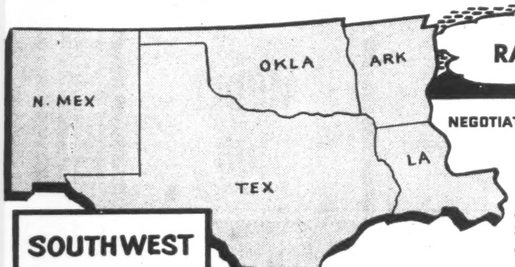
Granted petition by Radio Kentucky Inc., for acceptance of late appearance in proceeding on am applications of Granite City Bcstg. Co., Mount Airy, N.C., and Cumberland Publishing Company (WLSI), Pikeville, Ky. Action March 30.

By Hearing Examiner Isadore A. Honig

On own motion, scheduled prehearing conference for April 24 in proceeding on am applications of Voice of the New South Inc. (WNSL), and Southland Bcstg. Co. (WLAU), Laurel, Miss. Action April 6.

By Hearing Examiner Annie Neal Huntting

Granted oral joint request of Valley Bcstg. Co., Lehighton, Pa., and Miners Bcstg.



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Service Inc., Kingston, Pa., for cancellation of prehearing conference in proceeding on their am applications previously scheduled for April 9. Action April 7.

Granted oral request by WJMJ Bcstg. Corp., for extension of time from April 6 to April 8 to file proposed findings of fact and conclusions in proceeding on its application and that of The Young People's Church of the Air Inc., for fm facilities in Philadelphia, Pa. Action April 3.

Granted petition by Tri-County Bcstg. Corp., Plainfield, N.J., for leave to amend its am application to substitute lease-purchase agreements concerning trans. site. Action April 2.

Granted oral joint request by Valley Bcstg. Co. and Miners Bcstg. Service Inc., and scheduled prehearing conference for April 9 at 9 a.m., in proceeding on their applications for am facilities in Lehighton and Kingston, Pa. Action April 2.

By Hearing Examiner H. Gifford Irion

Scheduled further hearing session for April 8 at 2 p.m., in proceeding on am application of Booth Bcstg. Co. (WBBC), Flint, Mich. Action April 7.

Granted petitions by Courier-Times Inc., New Castle, Ind., for leave to amend its am application to reflect changes in stockholdings and deletion of voting trust by Radio Crawfordsville Inc., Crawfordsville, Ind., for leave to amend its am application to show subscription agreement and by Eider C. Stangland, Sheldon, Iowa, for leave to amend its am application to show promised bank loan—all in consolidated proceeding with Radio St. Croix Inc., New Richmond, Wis., et al. Actions April 6.

Continued hearing from April 20 to June 23 in proceeding on am applications of Golden Gate Corporation, Providence, R.I., et al. Action April 6.

By Hearing Examiner Jay A. Kyle

Upon verbal request by counsel for Richard B. Gilbert, Tempe, Ariz., scheduled further prehearing conference for April 9 at 2 p.m. in proceeding on his am application, et al. Action April 7.

Rescheduled hearing now scheduled for April 7, for April 22, in proceeding on am applications of Jeannette Bcstg. Co. and Carnegie Bcstg. Co., for am facilities in Jeannette and Carnegie, Pa. Action April 6.

Upon verbal request of both counsel for Douglas H. McDonald, trustee, and counsel for Broadcast Bureau, continued hearing from April 15 to June 16 in proceeding on Evansville Television Inc., to show cause why its authorization for WTVW (TV) Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action April 6.

Pursuant to prehearing conference held April 3 in proceeding on am application of Malrite Bcstg. Co., Tiffin, Ohio, continued hearing from April 8 to April 30, at 2 p.m. Action April 3.

Granted petition by Broadcast Bureau for extension of time from April 3 to April 30 to file response to motion by Douglas H. McDonald, trustee, for termination of proceeding on Evansville Television Inc., to show cause why its authorization for WTVW (TV) Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7; granted motion by McDonald to substitute him as party respondent for Evansville Television Inc. Action April 3.

Granted petition by Jeannette Bcstg. Co., for leave to amend its application for new am station in Jeanette, Pa., to specify new trans. site. Action April 2.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 8

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,312	34	117	665
FM	557	64	145	75
TV	449[1]	71	102	113

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 8

	VHF	UHF	TOTAL
Commercial	439	81	520[3]
Non-commercial	32	9	41[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Feb. 28, 1959

	AM	FM	TV
Licensed (all on air)	3,297	545	448[1]
CPs on air (new stations)	42	46	68[2]
CPs not on the air (new stations)	119	134	106
Total authorized stations	3,458	725	666
Applications for new stations (not in hearing)	490	44	43
Applications for new stations (in hearing)	130	24	63
Total applications for new stations	620	68	106
Applications for major changes (not in hearing)	519	38	40
Applications for major changes (in hearing)	45	0	15
Total applications for major changes	564	38	55
Licenses deleted	1	1	0
CPs deleted	0	0	1

---

[1] There are, in addition, six tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

On own motion, continued prehearing conference from March 30 to April 3 at 9 a.m., in proceeding on applications of Malrite Bcstg. Co. and Dale Windnagel for am facilities in Tiffin and Oak Harbor, Ohio. Action March 27.

By Hearing Examiner Forest L. McClenning

Granted petition by Rounsaville of Cincinnati Inc. (WCIN), Cincinnati, Ohio, for extension of time from April 1 to May 1 to file proposed findings of fact and conclusions of law in proceeding on its am application. Action April 1.

By Hearing Examiner Herbert Sharfman

Scheduled prehearing conference for April 21 in proceeding on application of Plains Bcstg. Corp., for am facilities in Independence, Iowa. Action April 2.

Granted motion for continuance by Tribune Publishing Co. in proceeding on its application and that of Fisher Bcstg. Co. for new tv stations to operate on ch. 2 in Portland, Ore., to following extent: introduction in evidence of written direct cases; rulings by Hearing Examiner, etc.—April 13 to April 27; appearance of Fisher witnesses—May 4 to May 18, and appearance of Tribune witnesses, etc.—May 11 to May 26. Action April 1.

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Referred to Commission for action petition by Fisher Bcstg. Co., for leave to amend its application for new tv station to operate on ch. 2 in Portland, Ore., so as to specify different trans. site. Action March 31.

PETITION FOR RULEMAKING FILED

KOL Seattle, Wash. (3-27-59)—Requests Commission to authorize regional stations to operate with powers up to 25 kw. Ann. April 3.

License Renewals

Following stations were granted renewal of license:

KISD Sioux Falls, KOLY Mobridge, KOTA-TV Rapid City, KWAT Watertown, KWYR Winner, WNAX Yanktown, KGFX Pierre, KIJV Huron, KSON Aberdeen, all South Dakota.

KICK Springfield, KRMS Osage Beach, KCMK(FM) Kansas City, KFVS Cape Girardeau, KJCF Festus, all Missouri.

KWBG Boone, KLIL Estherville, KQTV (TV) Fort Dodge, all Iowa. WMCW Harvard, WNIB (FM) Chicago, WEEK-TV Peoria, WEEQ-TV La Salle, all Illinois; WCKY Cincinnati, Ohio; and WDOR Sturgeon Bay, Wis.

From the SEC record:

The following stock transactions by officers and directors of companies in the radio-tv and allied fields have been reported by the Securities & Exchange Commission. Transactions involved common stock unless otherwise indicated.

American Broadcasting-Paramount Theatres Inc.—A.H. Blank (trusts) bought 500 shares in two transactions for total of 3,297.

Columbia Broadcasting System Inc.—Lewis Gordon acquired 102 shares bringing his total to 895; Goddard Lieberson acquired 7,903 shares bringing his total to 8,115.

Guild Film Co.—Harry A. McDonald disposed of 500 shares leaving him 500; David Van Alstyne Jr. (7,207 shares) disposed as trustee of 2,400, leaving nothing.

Skiatron Electronics & Television Corp.—Kurt Widder sold 400 shares leaving 6,500.

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RADIO

Help Wanted—Management

Eastern group needs assistant station manager with sales and air background, several years staff experience, probably working now as announcer-salesman or pd and looking for chance to move up. Can offer full management position within 1 year. Desire family man with car. Send resume, tape and photo immediately. Box 343K, BROADCASTING.

Station manager for new station in south Florida. Prefer sales background. This is your chance to grow with new organization. Excellent opportunity for aggressive man. Send personal and business resume to Box 480K, BROADCASTING.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

Sales

Traveling salesmen. Need extra income? Producer of quality station breaks and jingles needs top flight salesmen in all territories. Contact Box 341K, BROADCASTING.

Radio sales manager midwest (metropolitan population 125,000) 5 kw am Mutual affiliate. Multiple ownership. If you have proven sales record and are ready for management, send salary requirements, picture and details to Box 455K, BROADCASTING.

Wanted: Top salesman, salary and commission, for small market but with terrific potential. Long established station owned by veteran operator, located in the southwest with ideal year-around climate, and fine recreational facilities. Send complete resume, credit and character references and sales background with first letter. Box 500K, BROADCASTING.

Sales director for large metropolitan fm independent good music station, replies kept strictly confidential, state salary—resume—when available. Box 507K, BROADCASTING.

Wanted: Commercial manager for daytime station in two-station town of 10,000. Must be hustler, proven ability. Permanent. Ideal southern state locality. Job presents challenge with future for producer. Write fully Box 524K, BROADCASTING.

Ideal opening for a salesman who is now successful in a small market and wants larger income and easy, bigger market selling. Ideal conditions, adult audience, future, promotions, excellent salary guaranteed to right man, insurance, hospitalization, other benefits. First year should earn over $10,000.00. Send full resume to Tom E. Beal, General Manager, KBKC, 610 West 46th, Kansas City, Missouri.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Salesman—Good guarantee against 15%, car allowance. KFRD, Rosenberg, Texas.

Experienced salesman with good background to sell for leading radio station in northeast Georgia. Salary plus commission. Contact WGGA, Gainesville, Georgia.

Florida—needs experienced salesman with some announcing. Immediate opening. WHIY, Ft. Gatlin Hotel, Orlando.

Experienced sales manager-salesman for kilowatt station on air in May. Stable retail community plus excellent Adirondack summer-winter vacation area. Contact Thomas Humphrey, 18 Old Forge Road, Glens Falls, New York.

Help Wanted—(Cont'd)

Sales

Managers-Sales managers—sell for the south's top-rated negro station group. Top salesmen make 8-10 thousand per year—advancing to managers making 12-15 per year. Opportunity unlimited for aggressive, executive types between 28 to 39. Send complete resume and photo first letter. McLendon Ebony Radio, Suite 509, Lamar Life Building, Jackson, Mississippi.

Two highly qualified salesmen to join expanding 8-station radio-tv chain. Age 21-36. Opportunity to advance to management. Excellent draw, 15% commission. For Norfolk, Va. and Wilmington, Del. Send background, history of billings and photo to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Del.

Announcers

New south Florida station metropolitan market needs 3 dj's. Experienced, smooth, **fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.**

Need experienced, enthusiastic air salesman for fast growing eastern group. Must have at least 1½ years air experience. Pay $90 week to start with, regular raises. Send tape, photo, and resume immediately. Box 344K, BROADCASTING.

Announcer: Experienced who is interested in learning to write local news. $85 per week. Pennsylvania station. This is not for actors, singers or hillbillies. Box 406K, BROADCASTING.

Experienced dee-jay wanted for formula station in major market. Send letter of background, references, photo, audition tape to Box 469K, BROADCASTING.

Immediate opening for good announcer. Permanent. Music format. Box 473K, BROADCASTING.

Wanted—good voice for top station in midwest market. Company is adding more stations, opportunities are good. Send tape, resume and salary requirement. Box 475K, BROADCASTING.

Mississippi Delta station needs experienced announcer. Good salary. Prefer man from this locale. No night work. Send tape. Box 503K, BROADCASTING.

Announcer. Beginner considered. Good voice and reading ability essential. We'll train. Straight board, selling in future. Located edge of Black Hills for ideal hunting and fishing. Send tape and resume to Roy Marsh, KASL, Newcastle, Wyo.

Announcers-newsmen—Good salary for right people. Full details to KFRD,. Rosenberg, Texas.

Experienced morning announcer. Immediate opening. Send tape, references, resume to KILO, Grand Forks, North Dakota.

Classical music station, San Francisco needs announcer with thorough experience in programming own shift, commercial copywriting. Send photo, complete B.G. with references. No tape. KSFR, 10 Claude Lane, San Francisco 8, California.

Good announcer first phone, no maintenance: Permanent. Rush details, tape. KSIB, Creston, Iowa.

Experienced staff announcer who can write copy-live in the Ozarks. Send resume, picture and tape. KTCN, Berryville, Arkansas.

Help Wanted—(Cont'd)

Announcers

DJ opportunity, major market—$450 monthly start for four hour show daily. Should have sense of humor and dig modern radio. Eighteen month contract. Lottsa side dough. Must be fast and have first phone. Send tape, etc., to Wally Nekskog, "Cutie Radio," 8633 39th, S.W., Seattle 16, Washington.

Immediately, announcer-copywriter. Minimum $85 . . . more for really good man. Tape, history, samples to Kenn Maloney, Manager, KUVR, Holdrege, Nebraska.

Experienced morning man—immediate opening, one year commercial experience required. Growing station in metropolitan market. Call or write Milton Maltz, WBRB, Mt. Clemens, Michigan.

Washington D.C. area's number one station auditioning exceptionally fast, modern announcers. Send tape. WEAM.

Two openings, staff-dj and staff-news. Immediate. Send particulars. WFAH, Alliance, Ohio.

Immediate opening combo-announcer-engineer with first ticket. 250 watt remote control operation. Personal interview necessary. Contact J. Alan Jasper, WIDE, Biddeford, Maine.

Immediate opening commercial announcer with news and/or sports background. Two years basic experience in spinning records . . . announcing etc. preferred, but maybe you're ready to step into a spot in a metropolitan station with less. Send air check, recent photo, background to Bill Frosch-WISH-Indianapolis.

Have immediate opening for first-phone combo man in one of nation's fastest growing cities, Tullahoma, Tennessee. Must have production minded man with ability to run top fifty operation. State salary expected in letter of application, together with recent snapshot, tape, and resume. Henry Beam, WJIG, Tullahoma, Tennessee.

Need combo-man first ticket, good announcer. If can join now, phone collect Manager, CA 6-5343, WKTG, Thomasville, Georgia. Salary open.

Announcer with first phone wanted by station near University of Michigan. Write WOIA, Box 76, Ann Arbor, Michigan.

Need three brave, experienced announcers for new radio station near Cape Canaveral. If you fear missiles, fast growing market, sun, fishing and opportunity—don't reply. Contact Carl Collins, WRKT, Cocoa Beach, Florida or phone Cocoa, Newton 6-4230.

Experienced announcer for kilowatt station on air in May. Fine community in summer-winter vacation land. Send resume and tape to Thomas Humphrey, 18 Old Forge Road, Glens Falls, New York.

Technical

Our chief just received cp of his own. Need replacement. Station and equipment is only 1 year old. Will probably be building another new one within a year. Eastern group operation with unlimited opportunity. Send resume and state salary requirements. Box 345K, BROADCASTING.

Need radio-tv experienced man to take charge of closed circuit tv operation. Excellent opportunity for good man. Write Box 462K, BROADCASTING.

Engineer, 1st class, Boston. $75 to $95. Reference, experience. Box 515K, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Chief engineer: The man we want is between 30-40 years of age, married and mature, dislikes leaving his present position but concerned with future earnings, knows equipment, likes to work with it, reads trade publications, genuinely interested in engineering future. We are prepared to pay $135-150 weekly for such a man. Do not reply unless you are prepared to move. Do not reply unless you can furnish complete details first letter, including picture and references. Personal interview necessary. All replies held in the strictest confidence. Address Box 8661, Westhampton Station, Richmond 26, Virginia.

Chief or maintenance engineer with some announcing. Must have transmitter and other maintenance experience. Send tape and resume to Dick Bott, KDON, Salinas, California.

Engineer-announcer. Must be capable of proper maintenance and good announcing. 5 kw daytime, non-directional, new equipment, modern studios in town of 4,000. Easy hours, pleasant conditions, salary open. Looking for familyman desiring permanence. Telephone collect: Al Clark, KWYR, Winner, South Dakota.

Studio engineer, first phone ticket necessary. Must have car. Immediate opening. KSTT, Davenport, Iowa.

Need 1st class engineer for radio-television station. No announcing. WDAN, Danville, Illinois.

Engineer-announcer first class ticket. Must be above average. J. B. Delzell, WGTN, Georgetown, South Carolina.

Production-Programming, Others

Secretary. All-around girl. Excellent pay. Box 233K, BROADCASTING.

The **BIG MONEY** goes to

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Grantham School of Electronics
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Hollywood 27, California

SEATTLE WASH.

Grantham School of Electronics
408 Marion Street
Seattle, Washington

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted: Experienced newsman for midwestern station. Must be able to read own newscasts. Growing station needs second newsman. Send tape and resume to Box 334K, BROADCASTING.

Program producer-announcer for one year starting July 1, 1959, by a midwestern university radio station. Could become permanent position. Must be university graduate, prefer person with educational and commercial radio experience. Salary $5500-$6000 with month vacation and other benefits. Write Box 376K, BROADCASTING.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box 380K, BROADCASTING.

News director radio and tv. Midwest. Affiliated with NBC television and MBS radio. Excellent opportunity for man who is capable of directing 8 man team. Send full details Box 456K, BROADCASTING.

Program director for large metropolitan fm independent good music station, replies kept strictly confidential, state salary—resume—when available. Box 506K, BROADCASTING.

Copywriter needed (female preferred) for Pine Bluff, Arkansas radio station. Start $55.00 40 hour week. Reply Box 33, Pine Bluff. Send samples.

Newsman, night shift, to start about June 1. Must have previous experience. If interested, send tape, resume, and photo. Fred Epstein, KSTT, Davenport, Iowa.

Copy-traffic girl needed by progressive southern station. Age no limit. Salary open. If you can come now, phone CA 6-5343, Thomasville, Georgia, collect. If available in two weeks, write Manager, WKTG, and send sample copy.

Immediate opening for copywriter. Must be experienced. Salary open. Send sample of promotion as well as copywork as soon as possible. Gene Edwards, WROW, Albany, New York.

RADIO

Situations Wanted—Management

Manager: 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K, BROADCASTING.

Station manager. Capable all phases, including sales. Proven record. Box 459K, BROADCASTING.

Production and promotion manager for converting your station to modern program ideas and ratings. Write Box 474K, BROADCASTING.

FM manager! Successful programming and sales. 75% of present station sold in 9 months! Wanted bigger market and more money! College graduate, family. Have youth, aggressiveness, experience, but most important, a solid belief in the future of fm. Box 501K, BROADCASTING.

Fourteen years as assistant manager and program director KICD, Spencer, Iowa which grossed $234,000 last year. Now want to step up as manager small or medium market station. Available immediately. Mason Dixon, Milford, Iowa, Phone: Arnold's Park 3321.

Sales

Salesman/announcer. Love challenging sales problems. Write copy. Operate board. Box 390K, BROADCASTING.

Attention major markets: Replace bottom man on your totem pole with one outselling all competition his market. Box 400K, BROADCASTING.

Salesman—television-radio. Married, 32, all information 1st letter. Florida-southwest. Permanent. Box 486K, BROADCASTING.

Idea salesman 27, wants professional radio, tv station. Three years radio sales, news experience. Midwest. Box 489K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer strong on sports play-by-play experience in baseball, football, basketball. One year experience. Sales, news, dj. Relocate anywhere. Box 964H, BROADCASTING.

Versatile broadcaster, 5 years radio, 3 tv. Good voice and on-camera appearance. Radio background includes all phases dj and announcing, play-by-play all sports. Television announcing and directing. Currently employed. Desire major market with future. Tape, references, salary requirements. Box 365K, BROADCASTING.

Young man. Determined to succeed. Well trained. Any reasonable offer? Box 392K, BROADCASTING.

Negro deejay. Smooth patter, efficient. Production. Controls. Audition tape. References. Box 395K, BROADCASTING.

Sportscaster—8 years radio-tv, play-by-play major college football, basketball, minor league baseball. Currently employed. Box 417K, BROADCASTING.

Announcer—13 years radio—versatile. Wish to relocate California, Arizona, Florida. Box 440K, BROADCASTING.

Female, announcer plus. Good background. Women's programs, plus. Reliable. Versatile. Box 450K, BROADCASTING.

Personality-dj; strong commercial, gimmicks, operate board. Steady, creative, cooperative. Box 451K, BROADCASTING.

Announcer-dj; experienced. Ready for larger market. Music, news, commercials. Box 452K, BROADCASTING.

Negro announcer/dj. Intelligent, versatile. Good background. Salesman. Handle controls. Box 453K, BROADCASTING.

First phone announcer. Three years experience all phases. No maintenance. Classical, popular, gospel. Dignified news, commercials. Single. College. Box 454K, BROADCASTING.

News-special events-plus. Announcer-producer-writer. Radio and tv. Box 461K, BROADCASTING.

Oklahoma, Texas, Kansas. First phone combo in Chute #1, rides a mean commercial, lassoes neat newscast, tall in the saddle riding those discs. Need a good hand for your spread Podnuh? Box 465K, BROADCASTING.

Summer replacement. Michigan state university student, speech major, experienced announcer. Box 470K, BROADCASTING.

Announcer. Negro. Sparkling air personality. Ambitious. Light experience, tape available. Box 471K, BROADCASTING.

Top swingin' jockey available soon. Seeking large market, top pay. Write Box 472K, BROADCASTING.

Summer work. College student desires work with or as baseball play-by-play announcer. Box 477K, BROADCASTING.

Five years, all phases radio, smooth-airwork, network voice, outstanding news-commercial delivery. Want major market. No sales. No top 40 please. $425 minimum. Box 478K, BROADCASTING.

Announcer, Negro. Real cool. Disc jockey. Light experience. Tape available. Box 481K, BROADCASTING.

Some announcing and board experience. Recently obtained first phone. Available May. Box 482K, BROADCASTING.

Recent radio school graduate desires to break into commercial radio. Experienced all phases board operation. Also do copywriting. Tape and photo upon request. Prefer small Florida station. Box 485K, BROADCASTING.

Good voice. Versatile. College junior desires summer announcing position. Three years experience. Tape available. Box 491K, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Disc jockey—8 years major market radio-tv. Want station that swings. Top 40 or other, PD experience 2 years. Available immediately. I'm sick of promises—want results and future. Only stations that can pay in 3 figures over $130 plus, reply. Box 492K, BROADCASTING.

Experienced first phone newsman/deejay seeks alive, promotion minded station. Prefer trial basis, to tapes. Please state salary. Box 494K, BROADCASTING.

Topnotch, dynamic announcer, disc jockey. Successful, versatile, stable. Presently key midwest market. Minimum starting $135. Box 495K, BROADCASTING.

Will pay $100 for six month or 1 year contract as announcer (some experience) in (preferred) a college town station. Age 33. Box 496K, BROADCASTING.

Announcer. Negro. Bright young air personality. Light experience. Tape available. Box 497K, BROADCASTING.

Early-morning man, farm editor, news, sports. Normal, natural, easy-going personality with major Texas station background. Thoroughly experienced, dependable, with excellent references. Box 498K, BROADCASTING.

Need audience building-medium market. Young, bright disc jockey. Completely new program format. Production, programming, copy. Box 505K, BROADCASTING.

Built-in variety: married couple, know music, sing, write jingles. Formerly associated via own vocal group with top radio-tv personality. Two years deejays in likeable but severely distressed area, seek right spot (small, medium, or large) to settle down. One reasonable salary suffices. Box 508K, BROADCASTING.

Dear Radio: You're my true love even though I left you for another. I'll do anything air work, continuity, coddle your clients, capture new listeners, work like crazy, travel anywhere, if you'll only take me back. Please write "western gal", Box 509K, BROADCASTING, and say you care.

Staff announcer, solid experience and educational background. Versatile. Box 511K, BROADCASTING.

Interested in strong sports station, play-by-play football, basketball; newsman; dj, 3 years experience. Reliable familyman. Box 512K, BROADCASTING.

DJ, pd looking for challenging position with rewarding salary. Prefer middle Atlantic. New England states, will consider all. This professional desires professional operation. Box 520K, BROADCASTING.

Deep, resonant voiced announcer, prefer news, commercials, dj working knowledge of business. Married recently, available immediately. Box 521K, BROADCASTING.

Southern California only! Smooth, versatile dj. Also news and sales, allergic to snow. Seven years success in large eastern market. Previous "hard sell" spots recorded for national account. Production minded, prefer to run board. Any shift, pep in the am, relaxed at night or you name it. On the spot newscasting and commentating from mobile unit. Young, married, steady, good appearance, takes orders. $125 minimum. Box 523K, BROADCASTING.

Ambitious, talented announcer. Limited experience. Eager to move ahead. Hours secondary. Bill Baker, 529 West 158th Street, New York.

Announcer: 11 years experience. Interested in television as well as radio announcing. Desiring job with a future. 31-years old, married, family. Tape and photo upon request. Write to Donald Christensen, 513 Prospect Avenue, Beaver Dam, Wisconsin or telephone Turner 5-4354 evenings. Interested in midwest location only.

Announcer-engineer experienced, congenial, good mature voice. Peter Grimes, phone Atlas 3-6931, Waycross, Georgia.

Situations Wanted—(Cont'd)

Announcers

Staff announcer. Authoritative delivery. Married, vet. Good voice. Low on experience—high on potential. Can sell. Dave Dunn, 2053 N. Avers, Chicago, Ill. Humboldt 9-7216.

Desire small station in Illinois, Indiana, Michigan, Wisconsin. Excellent play-by-play. Prefer sports. Can sell. Clean delivery. Casual dj, no hep-cat. Tape available. James Haus, 1205 S. 6th Ave., Maywood, Ill., Fillmore 4-7774.

1st phone experience announcer-dj. Desires top 40 or personality type dj work. Also station that can offer chance for advancement and permanent position. No chief engineer job accepted. Available immediately. Locate anywhere. Phone: Fred Keslik, CA 6-1262, St. Paul, Minnesota.

Experienced combo man, age 21, dependable, Gary McClendon, 210 Rose Road, Albertville, Alabama.

DJ-announcer, working, desires position near NYC. Guy Moody, 1425 Broadway, N.Y.C. LO 3-6525.

Morning man, strong on news. 1 year experience, 22, 2½ college. Want position in larger area. Tape and resume. Don Noe, P.O. 264, Philadelphia, Mississippi.

Top announcer. The team is the theme. Write Phil Patrick, 3910 Waldo Blvd., Manitowoc, Wisconsin.

Announcer-dj. Some experience. Thirty years in show business and radio as entertainer. Prefer small town. Walter (Toby) Price, 8826 E. Whittier, Pico-Rivera, California.

Announcer-dj-newscaster. Negro, 2 years AFRS, college and radio school grad. Experience tv booth announcing, minimum experience Chicago suburban radio. Operate own board, excellent musical taste from pops to classics. References and tapes available. Walt Sanders, 3763 So. Wabash Ave., Chicago, Ill. BO 8-9540.

Technical

Experienced first class engineer am-fm high power directionals wants location for tv shop and engineering for station. Box 464K, BROADCASTING.

D. C. area 1st phone. Available now part-time. Future? Negro engineering student. HO 2-3818.

First phone man, slightly handicapped, no experience, desires immediate employment with an opportunity to learn. Salary secondary. Eddie Kelton, 2603 Inwood Road, Dallas 35, Texas.

First phone desires employment as engineer, or job leading to chief engineer. Five years am experience, some fm. Ernest Opel, 4422 Kenyon Street, Seattle, Washington. PA 2-2298.

Situations Wanted—(Cont'd)

Production-Programming, Others

Continuity director. Nine years radio-tv. Production. Hard sell. Rapid typist. Congenial. Cooperative. Box 435K, BROADCASTING.

Newsman—Competent, experienced reporter-newscaster, interested radio and/or tv. Box 468K, BROADCASTING.

Top flight, 28 years old, holding down world, state and local news editor slot on fast paced operation. On air work tv, radio. Solid background. Want news director or reporter post in medium or large market anywhere. Box 476K, BROADCASTING.

Copywriter—Female, radio, excellent English background, quality prone, newswriting degree University Missouri School Journalism. Want change of scenery, new challenges. Small cities, mixed newswriting-copywriting if possible. Presently employed. Box 484K, BROADCASTING.

Program director-top 10 market jockey, will put proven formula to work for you. Ideas and promotion. Top production. 8½ years background. Must have complete authority to build ratings. Don't waste my time and yours, if you're looking for "yes" man. Contract necessary. My salary against results. Box 493K, BROADCASTING.

Combo, 9 years, 1st phone. Experience: sponsor liaison, Folger's, Coca-Cola, etc.; public relations, writing, producing; all phases of news and dj announcing; operational experience with 10,000-watt TX; publicity. Education: Don Martin graduate; Bachelor of Arts, Speech-English. Seeking program directorship at progressive west coast station—starting salary not below $125. Box 516K, BROADCASTING.

Operations director, ten years radio, 36, family. Programming specialists, quality airwork. Box 517K, BROADCASTING.

Newsman: Seeks opportunity to advance in news-conscious television or radio organization. Currently employed radio network o/o. National news award. Excellent voice, appearance, MA, age 27, married, family. Available June 15th. Resume, tape, photo. Box 519K, BROADCASTING.

TELEVISION

Help Wanted—Management

Opportunity knocks! Successful vhf network affiliate in southwest will groom young man not over 40 for assistant manager. Man we seek is probably top announcer who graduated to program director or sales and now seeks further advancement opportunity. Must know production, programming and traffic, be able to hire, supervise and work with staff, make sales calls and presentations and assume responsibility for station operation under manager's directions. Native of southwest or south preferred. Position requires ability and hard work. Send complete resume, photo and state present earnings. All replies confidential. Box 413K, BROADCASTING.

WANTED, WORKING TIME SALESMAN

A progressive independent 5,000 watter, top rated station in a Middle Atlantic States market of ½ million, is looking for a good working time salesman.

If you are presently employed, but are eager to tackle a larger market, you may be our man.

We're looking for a sober, ambitious man, with a good employment record. He must know radio's advantages over other media and must believe in them. He must be willing to prepare presentations, get them in the hands of prospects, and follow thru to a conclusion.

If you feel you are our man, send a complete resume, a statement of past earnings, and other information you consider pertinent to Box 504K, BROADCASTING.

Help Wanted—(Cont'd)

Management

If you have a proven sales record in national field and are ready for management, send salary requirements, picture and details. Multiple ownership. Midwest 350,000 sets. Box 457K, BROADCASTING.

Wanted, general manager for television station in Central America. Must speak Spanish and know programming and sales. Reply Box 466K, BROADCASTING. Answer will be held confidential.

Sales

Excellent opportunity for energetic, effective salesman of dependable character with vhf in expanding Texas market. Box 384K, BROADCASTING.

Midwest television station serving 150,000 homes seeks experienced local salesman. City population over 100,000. Terrific local potential. Top salary, plus commission arrangement for right man. Box 418K, BROADCASTING.

Announcers

Announcers wanted (2) for television work in New Hampshire. $90 per week. Prefer men with bass type voices. Call Columbia 5-7480, Washington, D.C.

Need on-camera announcer with news background. If acceptable, will be assigned key news period. Some writing required but principal interest is in authoritative delivery. Send tape, picture and background to Jack Bomar, KTHV, Little Rock, Arkansas.

Technical

Engineers wanted (3) for uhf station New Hampshire. Prefer one who has had uhf experience on a 25 kilowatt or 50 kilowatt RCA air-cooled transmitter. $500 per month and home furnished 4 miles from town. One assistant chief must be extra good technician on RCA studio equipment. One trainee engineer also wanted. Call Columbia 5-7480, Washington, D.C.

Transmitter engineer for mountain installation. Preferably single or married with no children. Also need relief engineer with first phone starting about June 1. Contact CE, KOAT-TV, Albuquerque, N. M.

Studio engineer with maintenance and operating experience. Familiarity with DuMont studio equipment desirable. Good pay scale commensurate with ability and experience. Please send full resume with picture to Edward M. Tink, Director of Engineering, KWWL-TV, Waterloo, Iowa.

Television studio engineer. Must be experienced and have first phone license. Give experience, references and requirements in first letter. W. E. Dixon, WCHS-TV, Charleston, West Virginia.

Engineer, 1st radio-telephone license for vacation relief. WHIO-TV, Dayton, Ohio.

Production-Programming, Others

Copywriter with commercial creativity for vhf, large Texas market. Box 381K, BROADCASTING.

Traffic director for network vhf. Box 382K, BROADCASTING.

Newsman-announcer for television or radio. Must be able to gather, write and deliver news. Box 383K, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Excellent opportunity for producer-director who is ready for production manager's job. Midwest NBC affiliate 350,000 sets. Send full details Box 426K, BROADCASTING.

Major Iowa network affiliate needs experienced continuity writer May 1st. Send resume of background, work samples, salary requirements to: Box 522K, BROADCASTING.

WFMY-TV needs a smart promotion girl to handle public service and program on-the-air material, write weekly newspaper column on tv, prepare newspaper ads and allied publicity responsibilities in four-person department. Job must be filled very soon. Experience in broadcast field required. Write General Manager, WFMY-TV, Greensboro, N.C., giving full information on background, salary requirements and send samples of work and photograph. Excellent living and working conditions offered.

All-around ETV assistant: Switch and ride audio, splice film, write continuity, some live producing, $3800-$4600. Send photo, how you can fit job, references airmail to WJCT, 1070 E. Adams, Jacksonville, Fla.

TELEVISION

Situations Wanted—Management

Manager or commercial manager: 7 successful years in these capacities. 16 years television radio experence. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

After thirteen year apprenticeship in radio-tv-agency-newspaper advertising, am ready for manager job. Past four years television sales manager top 20 market. Box 514K, BROADCASTING.

Sales

Radio-tv time salesman—mature, industrious, imaginative salesman with record of selling intangibles seeks opportunity to sell time. Can double as announcer. Also speak fluent Spanish. Will answer every reply with complete resume and photo. Box 353K, BROADCASTING.

Announcers

Announcer. Producer. TV, film, radio experience. News, sports, commercials, versatile. Box 458K, BROADCASTING.

Newscaster. Familiar all phases tv news reporting, gathering. Broadcasting 12 years. Interested in markets 500,000 or more. Box 467K, BROADCASTING.

Technical

Excellent background in tv radar. Many years of radio 250-50kw. No actual tv experience. Best references. Desire to break into tv. Box 488K, BROADCASTING.

Assistant chief presently employed, eastern U.S.A 8 years radio, tv, microwave and vhf radio. Construction experience, 2 full power vhf, 1 uhf, 50 kw am, 1500 mile microwave system, vhf mobile and base stations. Complete resume on request. South preferred. Box 502K, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Beginner, 6 months experience. Two years college, all phases tv. Anxious to start in any position. Age 34, married, have first phone, will travel. John Bobbitt, 3143 Stevens, La Crescenta, Calif., phone: CHurchill 8-3490.

Production-Programming, Others

Need a news director? Top qualifications, top references, top accomplishments for a station aiming at top news programming. Box 327K, BROADCASTING.

Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 339K, BROADCASTING.

Writer-producer-director. Practical experience, local, regional. Creative. Versatile. Co-operative. Box 460K, BROADCASTING.

TV audiences on the WANE? Schedules need more WOW? KNOX on WOOD won't help. If lack of program and production KNOE-how is WREC KING your station's image than why WINK at KOLD facts WHEN tv program and production WHIZ can KEY your operation to KING-size ratings and more KOIN. I KID you not . . . (W)TEN years experience in KOVRing diverse audiences assures KNAC for WISE administration. Guaranteed to WEAR well in any WARD. KLIX in all environments. Have WISH to KLEW you further. May I show you may WREC KARD? Box 490K, BROADCASTING.

Assistant news director ready for director's job. Seven years here with proven ability to develop and hold top ratings, build solid operation. Looking for permanent spot with progressive station. Married. M.A. degree. Best character, professional references. Write Box 499K, BROADCASTING.

Production manager. Professionalize, tighten your production; eleven years radio, television; six years television producer-director, all commercial; detail man. Box 510K, BROADCASTING.

FOR SALE

Equipment

Two new 200 foot Stainless towers complete! KSOP, Salt Lake City, Utah.

Channel (22) uhf RCA 1 kw transmitter TTU-1B complete with filterplexer, dummy load, frequency monitor General Radio, diode demodulator and FCC spare tubes. RCA antenna TFL-24-D with 1 degree electrical beam tilt. Placed in service in December 1953 and in continuous service up to March 4, 1959. Complete: $11,500. WSIL-TV, Harrisburg, Ill. Channel (3).

Weather warning receivers for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

General Electric 3 kw BT-3A fm transmitter tested. $4,000 or best offer. TV-fm-am transmitters and studio equipment. Technical Systems Corp., Dept. LD, 12-01 43rd Ave., L.I.C. 1, N.Y.

WANTED TO BUY

Stations

CP or station in difficulty, sought by responsible operator. Box 902H, BROADCASTING.

Small or medium market station. Prefer Virginia or North Carolina. Small down payment, or will lease with option to buy. Box 479K, BROADCASTING.

Will buy your cp, or your station, or control of your station, or lease your station. Am former owner. Box 483K, BROADCASTING.

Television Station Wanted

One of America's sharpest TV operators, presently operating a TV station, would like to purchase 49.9% or more interest in a television station. Prefer a station which has too much overhead and operating expense for its income, a station that is costing more than $25.00 per hour to operate, a station that is losing money or not making enough to justify the investment.

I am not a broker, however, would like to hear from brokers. Willing to invest $250,000.00 for an interest or as down payment on a purchase.

Box 350K, BROADCASTING.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

MISCELLANEOUS

Sputniks I-II and four U.S. Satellites recorded with informed narrative. Ready for airing. 7½ ips 5" reel dual track $3.95; 7" full $4.95. Box 404K, BROADCASTING.

Personalized bingo cards for radio, television and newspaper promotions, with IBM controls. Size 4¼x5½, $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

RADIO

Help Wanted—Technical

SALES ENGINEER
BROADCAST EQUIPMENT

Nationally known electronic equipment manufacturer offers responsible position in midwest home office sales staff for sales engineer thoroughly familiar with broadcast equipment. Excellent opportunity for growth and advancement in salaried position which includes many company benefits. Limited travel. Send resume to Box 513K, BROADCASTING.

Production-Programming, Others

AD WRITER'S VACUUM

There is certainly no dearth of good copywriters from the South but imaginative people from Dixie seem hypnotized by the attractions of Madison Avenue and Michigan Boulevard. Perhaps they are unaware of the transformation in their native land, that life here now can be both delightful and rewarding, that a new prosperity is burgeoning and they can share in it, that there is stimulation aplenty in advertising here, and that their words can be eligible for nation-wide readership.

Our type of advertising calls for clever, creative people who can telegraph ideas in brief heads, subheads and captions, who can put one colorful word with five ordinary ones and make six sing.

If you're an experienced writer with a knack for color and brevity (not a distance runner), this could be the all-important turning point in your life. We're not setting any other specifications except that you have to be happy to live within an hour and a half of New York or Chicago—**by jet!**

Address Box 487K, BROADCASTING.

Help Wanted—(Cont'd)

WANTED

program director

for
Good Music Station

By this we mean Classical and Semi-Classical—no Pop.

One of Top Markets in the Country.

Send full qualifications to:

Box 448K, BROADCASTING

Situations Wanted—Announcers

Play-by-play announcer for National Champion L.S.U. football team. Available for major college football broadcasts. National recommendations.
Box 463K, BROADCASTING

FOR SALE—Equipment

WEATHER IS IMPORTANT!

Tell Your Listeners what's going to happen, When, Where & How Much.

Brand-New, (Never used) Navy Model SO-8 RADAR, 2900-3100 Mc Frequency, including about 50 ft. of Waveguide, Coax Cables, and Instruction Manual ideal for tracking all atmospheric disturbances.

Also . . . two B-16-H Rek-O-Kut turntables used 3 months.

Call Bud Pentz, KWBE
Beatrice, Nebraska CAnal 3-2388
—Box 1450—

TV Broadcast Studio Equipment for sale. Two complete Dage 320a camera, chains and switcher-disolver. Used less than 100 hours. Brand new condition, still under warranty. Original cost over $20,000. Sacrifice $14,490. Ideal for tv station, school, advertising agency, or closed circuit tv.
Box 518K, BROADCASTING

STATIONS • FOR SALE

RUSH TO THE ROCKIES
Colorado fulltimer grossing excess of $80,000. Price of $86,000 includes valuable real estate. Excellently equipped throughout. $20,000 down, balance over ten years.
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W.Va.	Small	250w-F	30M	terms
Ill.	Single	500w-D	80M	terms
Ky.	Medium	1kw-D	175M	terms
Pa.	Small	1kw-D	100M	terms
Fla.	Small	500w-D	60M	terms
N.C.	Medium	1kw-D	200M	terms
N.Y.	Medium	5kw-D	250M	terms
Fla.	Medium	1kw-D	120M	terms
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S.E.	Major	5kw-D	250M	terms
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The travel tax weakens the whole transportation industry. It threatens the ability of the railroads and other public carriers to keep pace with the growing needs of our economy and national defense. IT SHOULD BE REPEALED—NOW!

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OUR RESPECTS TO . . .

Soren Harold Munkhof

As new tv construction nears relative stability, Soren Munkhof can look back over a career as empire-builder and trail-blazer. His work literally has taken him from swamps to cornfields, complete with bulldozers and hastily-erected tar-paper shacks.

An erect figure of Danish extraction, Mr. Munkhof is credited with helping to design, plan, supervise and build such midwestern stations as WOW-TV Omaha, WTVW-TV and WITI-TV Milwaukee, WREX-TV Rockford, Ill., and more recently, the rebuilding of WFRV-TV Green Bay, Wis., now an NBC-TV primary affiliate on ch. 5.

Today, he is turning his talents to managerial and sales pursuits at WFRV-TV, of which he is executive vice president, general manager, film buyer and national sales manager.

Mr. Munkhof's proclivity for pioneering new stations, from the ground up, constitutes somewhat of an enigma to many who have not labored with him through various construction and consultant cycles. This employe loyalty prompted one colleague to observe: "Actually, he's as modest as a mother with 10 children and as untalkative as a person with a new set of store-bought teeth."

Actions, Not Words • Soren Harold Munkhof apparently has let actions instead of words do most of the talking since he left newspapers for broadcasting 25 years ago in Omaha (where he was born Dec. 19, 1910). He first got the construction bug from his father on a $211 bid for a theatre lobby job and served as a foreman at the age of 14.

He spent seven months studying in Denmark before majoring in English, journalism and education (and minoring in economics and accounting) at Creighton U. in Omaha. After graduation in 1934, he worked as night assignment and police reporter for Hearst's *Omaha Bee-News,* then joined United Press as political reporter and "telephone news report editor" in Lincoln. A year later, he headed the journalism department of Omaha Benson High School while working for his master's degree at Creighton.

Young "Munk" joined WOW Omaha in 1937, becoming one of the first radio station news reporters in the country. He gradually built up the department to 17 people, rising to assistant news manager in 1939 and director of news, special events, farm and sports programming in 1942. When WOW started experimental tv work in 1946, Mr. Munkhof and his associates put into use one of the first electronic view finders and field zoom lenses, handling closed circuit tv pickups. WOW, under the late John Gillin, sent him to New York for a six-week training period at NBC-TV studios (he worked on the *Milton Berle* and *Howdy Doody* shows).

Mr. Munkhof next helped plan and construct WOW-TV and became field director and news and special events director. The station went on the air Aug. 29, 1949, and he directed all news, locally filmed, remote and sports shows. Prior to WOW-TV's hookup with the NBC network in September 1950, he was named production manager. In this post he coordinated engineering, sales and business administration, as well as production and film lab activities. He was promoted to program director in 1952 and then tv coordinator (station manager).

Broadcast Consultant • Mr. Munkhof left WOW-TV in 1953, branched out into consultant work—for Milwaukee Area Telecasting Corp., Greater Rockford Television Inc., and other companies which had obtained construction permits. Hired as general manager of Greater Rockford in May 1953, he set out to supervise construction, equipping, staffing and operation of WREX-TV. By Sept. 30, nine weeks after moving bulldozers into a cornfield, it went on the air without a building as a CBS-TV affiliate. Mr. Munkhof accomplished this trick by building a tar-paper shack on a foundation to house the transmitter and control room while the building was constructed around and over it. When this was completed, he simply tore down the unneeded shack.

Mr. Munkhof: station builder

Serving as station manager until June 1954, Mr. Munkhof resigned to become general manager of WTVW (Milwaukee Area Telecasting Corp's. ch. 12) and once again directed building, tower construction and installation of equipment—this time in a swamp. By October 1954, within seven weeks, WTVW was on the air as Milwaukee's second vhf. Mr. Munkhof and his associates had built half a mile of road, drained the swamp, constructed the building (under a circus tent because of heavy rains), installed equipment and set up a temporary 300-ft. tower. Together with Elden Anspach (formerly his program director at WOW-TV, then WREX-TV and now WFRV-TV), they hired a staff and set programming plans, with Mr. Munkhof supervising and directing sales and promotion and also serving as manager and member of the board of directors as well. (WTVW was sold to the Hearst Corp. in March 1955, from which emerged WISN-TV).

Mr. Munkhof continued his career next as vice president and general manager of Independent Television Inc's. WITI-TV Whitefish Bay (Milwaukee), permittee for ch. 6. He effected an agreement to continue his consulting activities and leave Independent once he finished supervising design, construction and installation of equipment for the station (now owned by Storer Broadcasting Co.).

Rebuilds WFRV-TV • In June 1956 Clayton Ewing, president of WFRV-TV (owned 100% by Valley Communications Inc.), called in Mr. Munkhof to undertake a rebuilding and reorganization job on his station and appointed him executive vice president and general manager. WFRV-TV completed a new 1,000-ft. tower and building in January 1957 and, under Mr. Munkhof, reconstituted its entire staff, programming and sales-promotion activities. (It previously had its studios in Neenah, Wis.)

Mr. Munkhof believes strongly in news ("everything you do should be clear, concise and brief"), applicable to the whole market area, and editorializing (WFRV-TV maintains an editorial board). It has a full complement of still, live and motion picture cameras.

Mr. Munkhof was a founder, director (for three terms) and executive secretary (for five years) of the Radio-Tv News Directors Assn. He's a member of Broadcast Pioneers and the Green Bay Chamber of Commerce. During World War II he served in the Civil Air Patrol and also was Nebraska Wing staff public information officer, still holding the rank of lieutenant-colonel. Mr. Munkhof is single.

EDITORIALS

FCC's A-day

BARRING the unforeseen the FCC within the next fortnight will decide what course it proposes to follow in its last ditch effort to break the television allocations impasse. Its conclusions necessarily will be a compromise. It cannot satisfy all of the contending aspirants within and outside television.

What will emerge will be a proposed national policy, to implement, supplement or modify the one enunciated seven years ago in the "Sixth and Final" report which established the 12 vhf-70 uhf channel economy and which anchored assignments to specified locations based on arbitrary mileage separations.

The FCC has been pondering a dozen different plans, ranging from a visionary full-scale move to the uhf band to a stifling 12-channel vhf domain. The all-uhf proposal is licked before it starts, what with an overwhelming preponderance of vhf-only tuners in the 50 million tv receivers in use. A 12-channel system could not get off the ground if it entailed degradation of service to millions of existing set owners.

Somewhere in between the FCC plaintively hopes to find a minimal short-range answer. A majority now is pondering modifications to "shoe-horn" new stations in a number of markets to effect three-station (actually three-network) competition. This, proponents contend, could be accomplished through reduced mileage separations, perhaps on a temporary basis, or through regional junior reallocations by ordering existing stations to move to provide needed mileage separations.

Whatever the majority may propose, nothing will happen automatically. Even before it arrives at the point of instituting tedious rule-making procedures, the FCC plan must pass Congressional muster.

No government agency has ever been confronted with a more bewildering or thankless problem. Really, it is a multiplicity of problems because there are other services, besides television, clamoring for spectrum space. These are after the uhf band, the fm band, and in one instance, the lower end of the vhf tv band. Besides, the government services are yet to be heard from.

The ideal answer would be for one adequate contiguous vhf band for tv. This may come eventually, but it isn't in the cards for perhaps 10 years. So the FCC feels it must have a short-range solution.

It would be foolhardy to sacrifice a single uhf channel until it is known whether an exchange for comparable vhf space is possible. This would take time and possibly legislation.

Any effort inordinately to reduce vhf separations to accommodate more stations obviously will be resisted by existing stations, not because of fear of economic loss, but because of loss of service to established audiences. The FCC knows this through harsh recent experience. When it proposed to outlaw on-channel booster service in the mountain areas of the West, the wrath of the governors of the states plus their Congressional delegations descended upon it. Only thousands of viewers were involved. Uncounted millions would be affected through a breakdown of existing separations, as the FCC was pointedly told two weeks ago by the Assn. of Maximum Service Telecasters.

The FCC had the authority to effectuate the existing dual allocations in 1952. It has the unquestioned authority to revise them, but it must have plausible explanations for Congress and through the judicial processes open to licensees, for the courts.

The physical limitations of the vhf spectrum cannot be changed. So far no way has been found to induce manufacturers to produce all-channel receivers. No attempt yet has been made to license manufacturers in the same manner that transmitter types must be approved by the FCC. This could be a legislative approach Congress might want to consider.

So far the FCC has been showered with advice from self-serving groups. We do not profess to know the answers.

The most we can do is to extend our sympathy in the realization that whatever the FCC does it will be damned by certain elements in Congress and by groups with their individual axes to grind. It must do the best it can with what it has, under its sworn duty of providing equitable allocations. It should provide additional service where it is needed most, but without unduly molesting existing service.

Whatever the FCC concludes to be the short-range panacea, it is to be fervently hoped that there will emerge from the genius of science an electronic miracle that will multiply the spectrum so that all can be accommodated in a free competitive economy.

Dear sir, you cur

A POWERFUL union leader last week asked the FCC to compel four television stations to broadcast a union program.

The FCC should have told him to jump in the lake, or even in the Potomac which is polluted.

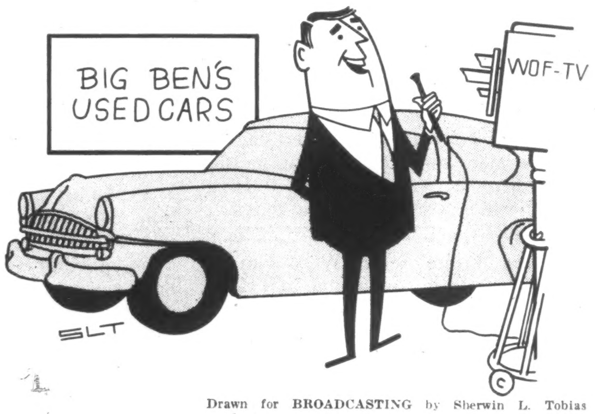
But it didn't.

Instead it prepared letters advising the stations that James Carey, president of the United Electrical, Radio and Machine Workers, had protested their rejection of his program and asking them for an explanation.

Mind you, no matter what answers the FCC receives, it must eventually tell Mr. Carey it cannot honor his request. The law prevents the government from forcing stations to broadcast any program. So why the letters?

They were instruments of the insidious technique of regulation by suggestion that has developed into an art at the FCC. Is the technique effective?

Well, one of the four stations changed its mind after Mr. Carey hollered copper.



Drawn for BROADCASTING by Sherwin L. Tobias

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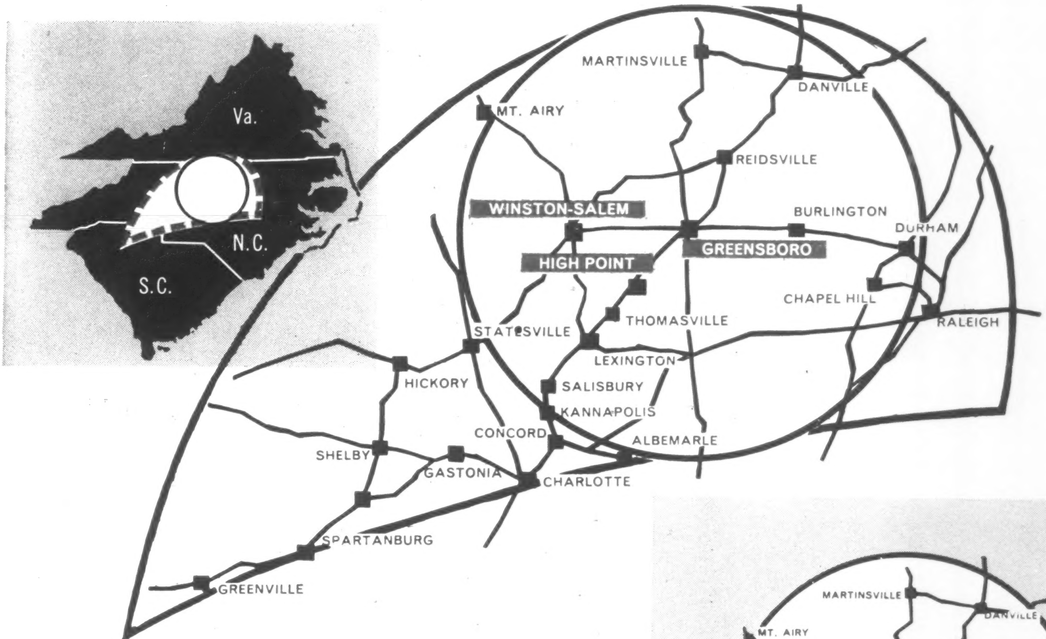
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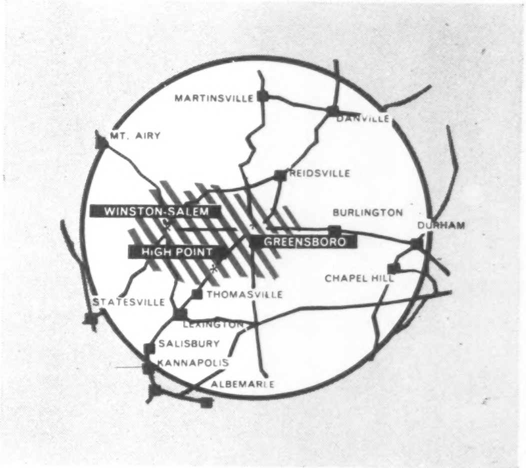
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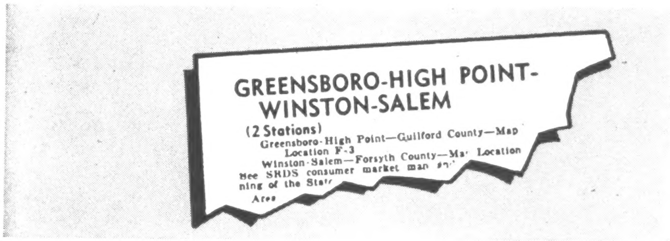

GREENSBORO-HIGH POINT-WINSTON-SALEM

(2 Stations)
Greensboro-High Point—Guilford County—Map Location F-3
Winston-Salem—Forsyth County—Map Location
See SRDS consumer market map
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